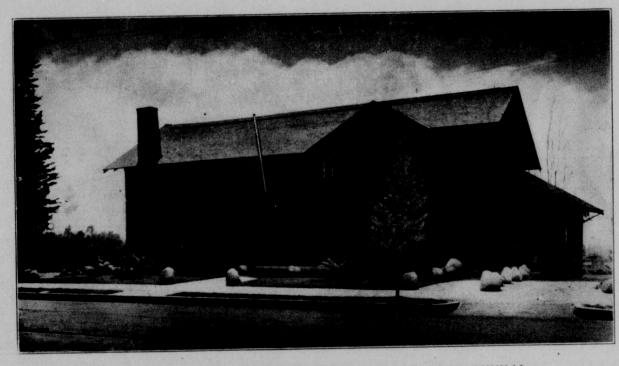


SIERRA MADRE, CALIFORNIA



Flower Festival Supplement April 18, 1912



SIERRA MADRE WOMAN'S CLUB HOUSE WHERE THE ANNUAL FLOWER FESTIVAL IS HELD

PRICE, TEN CENTS

CLARK & GRAHAM

will soon occupy their new store which is now in course of erection adjoining the Bank building, on Central Avenue near Baldwin. They extend a cordial invitation to all their old customers and to newcomers to Sierra Madre to visit their new quarters, inspect their very complete stock of hardware and investigate their facilities for handling all Plumbing and Tinning contracts.

THEIR STOCK INCLUDES

Building Hardware Kitchen Hardware Ranch Hardware

CARPENTERS' TOOLS, GARDEN TOOLS, HOSE, REFRIGERATORS, GAS, WOOD, COAL AND GASOLINE STOVES FOR COOKING AND HEATING OR BOTH, WHIPS, CORDAGE, PAINTS, OILS, VARNISHES

In dealing with this firm you have the assurance of satisfaction which is given by 26 YEARS OF SQUARE DEALING. Investigate and you will be convinced that this is the place for

Hardware and Plumbing

325 W. Central Phone Red 26 Kersting Block Blue 34

TROLLEY TRIPS

9000

3 Personally Conducted Tours to 3
Points of Great Interest

Balloon Route Trolley Trip

Visiting all the West Beaches, Hollywood and the Entire Cahuenga Valley with Long Stops at Redondo Beach, Moonstone Beach, Playa del Rey, the Great Venice of America, Ocean Park and Santa Monica and the National Soldiers' Home.

10 West Coast Beaches, 8 Cities, 28 Miles Along the Ocean

Free Admission to the Camera Obscura, Santa Monica (an Exclusive Attraction), Free Admission to the \$20,000 Aquarium, and a Free Ride on the L. A. Thompson Scenic Railway at Venice (Sundays excepted).

Parlor Car Service. Competent, Courteous Gides. Reserved Seats for Every Patron.

\$1.00 Pays for All. Daily from Pacific Electric Station. Last Car 9:30 A. M.

Old Mission Trolley Trip

Visiting the Orange Groves of the Great San Gabriel Valley, the World's Renowned Cawston Ostrich Farm, Skirting the Foothills of the Great Sierra Madre Mountains—Through the Beautiful San Gabriel Valley—To the "Crown City" Pasadena, Famous Old Mission San Gabriel, and other interesting Cities. Two hour stop at Pasadena, giving ample time to visit the famous Busch Gardens, Orange grove Avenue. Etc.

Sights and Scenes Not Duplicated in the World

Free admission to the World Famous Cawston Ostrich Farm with its exhibit of live birds and priceless collection of plumes. Free admission to San Gabriel Mission (Established in 1771.) Two 25-cent Attractions Free.

\$1.00 One Great Day of Sightseeing Parlor Car, Reserved Seat Service

\$1.00

Daily from Pacific Electric Station, 6th and Main Streets. Last Car, 9:30 a.m.

TRIANGLE TROLLEY TRIP

A trip without a rival, through the heart of Orange County. The greatest Sugar Beet and Celery Fields; Santa Ana, the hub of the Orange County Agricultural Empire and city of beautiful homes. The New Delhi Sugar Factory; Huntington Beach, Alamitos Bay, Long Beach, the beautiful, and its maze of attractions; San Pedro and the great Los Angeles harbor; the gigantic Government Breakwater; entrancing Point Firmin and its grottoes, cliffs and wild natural nooks amid the swirling spray; a trip ideal, combining commercialism and pleasure.

10 South Coast Beaches, 7 Cities, 4 Hours Along the Ocean

Free admission through the Government Lighthouse Reservation to the outer pinnacle of Point Firmin, from which point a most imposing panorama of nature presents itself.

Special Car, Guide Service and Reserved Seat

\$1

Daily from Pacific Electric Station, 6th and Main Streets.

Phones: Main 900, F 2444

Last Car, 9:30 A. M.

Of All Your Food

You are probably most particular that what comes from the meat market shall be fresh, pure and clean. We make this a matter for careful personal inspection. We select our fresh meats from the best obtainable and handle them as meat should be handled. Our cured meats are of the best brands only. You thus have ample assurance that meats bought from us will not only be palatable but clean and wholesome.

CENTRAL MARKET

ROESS & KEY

Phone Main 97

Central and Baldwin

When You Want Feed or Fuel

the surest way to get what you want at the lowest prices for highest quality is to call up

- MAIN 50 -

Our large warehouse is always well stocked. Our buying facilities include close relations with one of the largest feed and fuel concerns in Southern California, enabling us to buy in wholesale quantities at the lowest prices the market affords. Our stock includes Wheat, Cracked Wheat, Corn, Cracked Corn, Corn Meal, Kaffir Corn, Seed Oats, Seed Barley, Scratchfeed, Chickfeed, Eggfeed, Mixed Feed, Rolled Barley, Rolled Oats, Bran, Mealfalfa, Mealfalfa and Molasses, Beet Pulp, Ground Barley, Ground Oats, Proteina, Beef Scrap, Beef Meal, Bone, Bone Meal, Bloodmeal, Oystershell, Clamshell, Grit, Granulated Charcoal, Oil cake meal, Sunflower Seed, Hemp Seed, Canadian Peas, Garden Peas, Grass Seeds, Alfalfa Seed, Rock Salt, Axle Grease, Egg cases, and all kinds of Poultry Supplies and Remedies. Also all kinds of Hay, Coal, Wood and Kindling.

SIERRA MADRE FEED & FUEL CO.

Main 50

J. C. WHYTE, Manager

36 N. Lima

WILLIAM F. BIXBY, C. E., Assoc. M. Am. Soc. C. E. City Engineer, Sierra Madre City Engineer, Eagle Rock

ARTHUR B. WHITE, Asso. M. Am. Soc. C. E. J. S. LOWE, Business Agent

BIXBY & WHITE

Civil and Hydraulic ENGINEERS

SPECIALTIES

Structural Design in Steel or Reinforced Concrete Water Supply, Irrigation, Sewers Municipal Improvements City Extensions Examinations, Reports, Appraisals

> 502 Mason Building LOS ANGELES, CAL.

Home F 1772

Sunset Main 2020

Sierra Madre Pharmacy

Carries a Complete Line of

Drugs and Sundries

Stationery Postcards Confectionery

Sierra Madre Distributors for CHRISTOPHER'S ICE CREAM

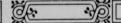
We wish to impress the fact that we are anxious for, and shall always endeavor to merit your patronage

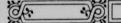
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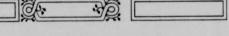
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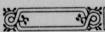


Palm Lined Park Avenue



The Woods in Carter's Camp









A NYONE having to do with furnishing the public food supply carries a heavy responsibility.

¶ Especially is this true of milk, which, of all articles of food, must be kept pure. It is with these facts in mind that we have planned and built our new dairy quarters. We want the public to know all about our dairy, feeling that such knowledge will serve to stimulate confidence in the merit of our product.

¶ First of all, healthy cows are necessary. Ours are carefully selected, for quality of milk and for healthy condition. The government tuberculin test showed our herd to meet the highest standards.

¶ The milking shed is arranged according to the latest plans for insuring sanitation. Cement floors, with properly pitched channels make drainage effective and cleaning and flushing easy. Visitors remark upon the fine appearance of the herd as they stand in the shed and eat from the cement troughs and feeding alley. The best grain and hay are fed.

¶ Our milkers take every possible precaution to insure cleanliness. The milk pails are covered with cloth strainers. The men from the milking shed do not enter the milk house while the milk is being handled there, but pour the milk through a strainer covered funnel in the side of the building. It is quickly cooled and strained three times in all before being bottled. Our delivery service is regular and efficient.

¶ Upon the return of the bottles to the dairy they are given as thorough a cleaning as hot water, steam and the latest high speed rotary bottle washer make possible. The milk and bottle house is cement floored, tightly screened and clean enough to satisfy the most fastidious housewife. In fact cleanliness is reduced to a science.

¶ Visitors are always welcome. We do not ask you to take our word for these things. Come and see for yourselves how such a dairy as ours makes possible precautions which would not be thought of by the owner of only one or two cows.

LIVE OAK DAIRY

M. STEVENS, Proprietor

Phone Blue 14. East Central Avenue

Special Plants For Home Grounds

Everything for

Landscape Effect in Making the Home Beautiful

Shade Trees
Palms
Roses
Fruit Trees
Bamboo
Climbing Vines Ornamental Grasses
Hedge Plants
Native Shrubs
Tomato Plants Herbs, Etc.

IRVING N. WARD

Mountain Trail and Laurel Ave.

Sierra Madre, California

A Small Idea of the Attractiveness of our store

Our
Aim is
To Be Ever
Ahead
of
the Town



We Have
Succeeded In
Attaining
What
We
Aim At

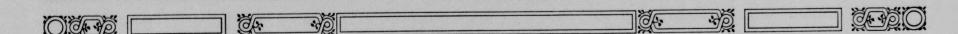
VISITORS WELCOME



PUBLIC TELEPHONE

ADAMS BLOCK

BALDWIN AVE.

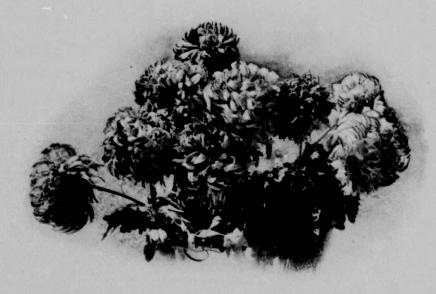




E. A. Hoffman

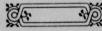
Residences of
G. H. Letteau

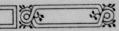
Mrs. N. C. Carter



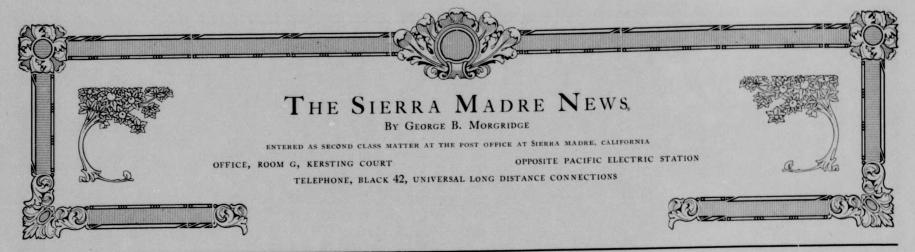
A Sample of Our Fall Flower Show Exhibit











PUBLISHED FRIDAYS

FRIDAY, APRIL 19, 1912

SUBSCRIPTION \$1.50 YEARLY

SIERRA MADRE

Sierra Madre! What magic in the name! The stars were propitious on the day when the name of the "Mother Range" was bestowed upon the little village nestled at the foot of Mount Wilson. For, whether as the scattered village of thirty years ago or the increasingly beautiful little city of the present, that title rests with peculiar grace upon Sierra Madre. Her situation high upon the foothills of the range, her outlook over the valley of the San Gabriel, the scenery within her borders and her close association with the mountain range itself give a right to the title more secure than could be guaranteed by any copyright or royal patent.

The peculiar charm of Sierra Madre is an elusive thing for those who attempt to put it on paper. But few who visit the place fail to feel it. It is in the air, the sunshine, the clouds, the marvellous panorama of valley and mountain, the stream beds, dry in the summer heat or filled with the winter's storm waters. The typewriter, the linotype and the printing press are poor media with which to set forth the charm of Sierra Madre. Even the camera and the half-tone plate get it only in part. Lacking more effective means, these have been used in this effort to establish the claims of Sierra Madre as the choicest place of residence in all Southern California.

Much has been said by many people concerning the passing of the picturesque Sierra Madre of other days. They speak as if there had been an irreparable loss in the transition from the time when streets were crooked lanes through the sage brush, when footpaths went across lots and the village occupied a few clearings scattered among the thickets on the hillside. Smoothly paved streets, straight curbings and well kept parkings are neither artistic nor picturesque, it is averred.

Now the writer of these lines is not a victim of the artistic temperament. His artistic achievements may be limited to a little accidental pictorial merit in one out of a dozen efforts with the camera. But to him, as to many others, the charm of Sierra Madre is a thing apart from and above such details of the landscape as those mentioned. As a lad he spent a glorious summer in Sierra Madre eighteen years ago, during a two-year sojourn in Southern California. During more than a decade spent thereafter in the middle west the impressions of that summer in Sierra Madre were the most potent of all attractions stimulating the desire to return to Southern California. Returning four years ago he



Photo by G. B. M. One of Our Friendly Oaks

found the transition from the old to the new well under way and has seen more progress since then than had been made in the whole history of the community before. Wherefore, as one who had seen the old and the new and preferred the new, he was glad to find that the essential charm of the place still remained. When Sierra Madre has once woven her spell over one it is permanent.

To attempt to do justice to the beauties of Sierra Madre is a difficult undertaking. Her attractions are so varied, so widely scattered and changing with the seasons as to make an adequate collection of photographs the work of months, which do not happen to be available for the present purpose.

Even the mere labor of the necessary writing demands more time than circumstances permit.

However, this Flower Festival Supplement is presented without apologies for its shortcomings, numerous as they must necessarily be. It is only fair to explain them on the ground of the brief time taken for accomplishing the undertaking. The whole work of preparing descriptive matter and most of the photographs, making halftones, soliciting the advertising, and the composition and press work has occupied only three weeks. It has been done in addition to the usual work of the News office. Practically all the editorial work has been done by the editor of the News, and those who have fault to find with it have no one else to blame. He undertook the task without any feeling of superior ability but because the short time available forbade the gathering of contributed articles on various topics which certain individuals might have handled more capably.

It is difficult to write of Sierra Madre without employing a great many superlatives. To tell the whole truth about Sierra Madre might tax the credulity of persons who had never visited the place. Inasmuch as the chief object of publishing this supplement is to supply information to this very class of people the rule governing the preparation of copy has been one of repression to avoid any appearance of overstatement.

If this supplement creates a favorable impression of Sierra Madre in the minds of those readers who have never seen the place it will have accomplished a part of its purpose. And if it arouses a determination to see Sierra Madre the labor of its preparation will have been well rewarded.

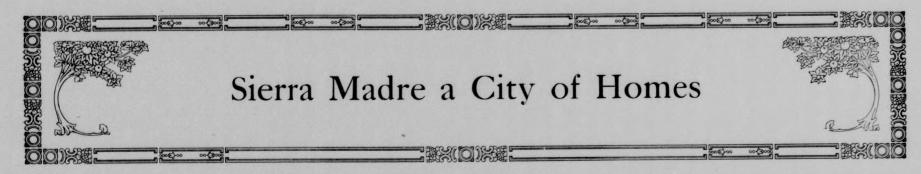
Come to Sierra Madre and see for yourself! The charm is always working.

An excellent idea of the lines of business represented in Sierra Madre can be gained by a perusal of the advertising pages. The business men are public spirited and up to date and their advertisements contain not the least valuable of the information presented in this supplement.



Showing the Variety of Sierra Madre Flowers

Photo by C. W. Jones, F. L. Merrill and William Wright



It is as a city of homes that Sierra Madre excels. Her citizens listen without a pang of envy to tales of the growth of manufacturing and other industries in other cities while they witness the development of their own community into the choicest place of residence in all Southern California. This sunny slope was evidently planned by an all-wise providence as a site for happy, beautiful homes. And the plan is being carried steadily toward completion.

Common remark has it that "one cannot always dwell upon the mountain tops." In the vicissitudes of life some time must be spent in the valleys. But

the dweller in S'erra Madre most nearly realizes the constant exaltation of life on the heights. For, while the city lies close to the base of the range from which its name is taken, it is still hundreds of feet above the San Gabriel Valley which is spread out on the south. The vista is almost that of a mountain elevation, and indeed few mountains command such a wonderful panorama as that spread out constantly at its feet.

"See Sierra Madre and live" has been offered as a fitting paraphrase of the more familiar, "See Rome and die." For there is life in the mountain air, kept constantly pure by the currents which are always moving up or down the slope.

In these foothills one gets as close to nature as heart could wish and without forsaking a particle of the convenience of modern city life. The natural love for the beautiful finds gratification

everywhere, and in addition such surroundings cannot fail to stimulate the aesthetic in the being. An occasional visitor has written: "One cannot imagine a painter who could not do a little better work for knowing and living in Sierra Madre. He cannot conceive of the poet whose productions would not have higher tone and finer conceptions because of the inspirations which he would receive here."

Sierra Madre has all the necessities and some of the luxuries of modern city life. Electricity, gas and water service are not surpassed anywhere. Especially is this true of the water which is almost chemically pure and proven by test to be remark-

ably free from bacteria and organic matter. It comes from the heart of the mountains, clear and cold.

To say that Sierra Madre is served by the Pacific Electric railway suggests the possibilities of transportation over this system which is one of the world-wonders in its class. Los Angeles is only sixteen miles and Pasadena six miles away. Car service is fully equal to that of any other city of equal size and distance from the center of the system, both as to schedules and speed. Sierra Madre cars run as "flyers" more than half the distance out from Los Angeles over the new four-

"Mia Italia," Residence of Miss T. H. Graham

track system, making excellent time and placing Sierra Madre within the range of the commuting class.

Sierra Madre has every reason to be proud of her homes, considering the word in its every meaning. Some idea of the character of our residences can be gained from the illustrations in this supplement. They are in keeping with the high type of family and social life which they shelter. From the modest bungalow to the costly mansion they are as interesting as they are varied in style of architecture.

Home building as a fine art has reached a high state of development in Southern California. And nowhere are to be found more pleasing examples than in Sierra Madre. The bungalow type in all its variations is most popular. The character of the building which has been going on steadily during the past five years is highly gratifying. While there have been a few mansions and a few near the other extreme the far greater number have kept close to the average, indicating that the average Sierra Madre resident is a pretty substantial citizen.

No pretense is made at a complete showing of the pretty homes in Sierra Madre. Many others are just as deserving of a showing as those portrayed. But limitations of time and space forbade

the presentation of more than enough to give some idea of the charming variety to be seen.

Not the least among the attractions of home making in Sierra Madre are the gardening possibilities. Highly distinctive landscape work is often possible by teason of the natural contour of the ground and by judicious use of the wild vegetation.

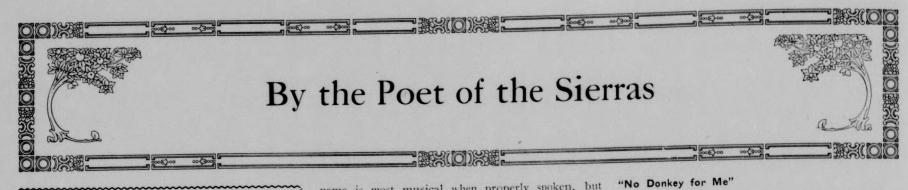
The suburbs of Gotham are often referred to as the "bedrooms of New York." The same term might be applied to the suburbs of Los Angeles, owing to the very large number of commuters whose business keeps them in that city during the day but who prefer to spend the rest of the twenty-four hours away from the objectionable features of city life. But in Southern California the term should be changed to the "sleeping porches of Los Angeles." For nowhere in the world has the sleeping porch or screened bedroom

attained the popularity and perfection of arrangement found in this favored climate. Especially is it possible to enjoy its delights in Sierra Madre all the year, the dry air making it available in seasons when the fogs of the lower altitudes would drive one indoors.

Social and educational advantages of Sierra Madre are presented more fully in the pages following. The exceedingly high type of citizenship in Sierra Madre is the cause of frequent remark. There is no pauper and no millionaire class in Sierra Madre—just the best class of Americans who provide the best class of homes and are engaged in developing the best class of residence community.



Residence of C. H. Baker and Scene in Japanese Garden



The city of Sierra Madre is sixteen miles from Los Angeles, and in line with ever so many beautiful young cities which line close up to the mountain range from which it takes its poetical name. But it is the highest, most mountainous of them all. And so it has the most wondrous view of the vast valley below and the ocean beyond.

By Joaquin Miller

I loved you for that name of yours Long ere we met-and long enough-The sweetest name that ever yet Love wearied of,

The name of this sweet city, the highest of all the cities as yet planted and growing at the base of the Sierra Madre mountains, is as sweet and fair and as musical as the little city itself. And that is saying very much for Sierra Madre.

But how many of us Californians, even of the older ones, are willing to take pains to san Sierra as we should say it? Not half of us.

"Look here," I said, "can't you pronounce this sweetest of our California names properly? SEE-AIR-AH!"

"Oh, that's too much Spanish for me," answered the honest man. Then I opened my mouth and said:

"Well, sir, that's the only name this sublimest range of mountains on the earth has, and that is the way to utter it. You know how to say Mojave -how to speak the name of the beautiful flower city of the north, San Jose. You have learned to do it because you nad to or be laughed at for saying Javey and Josey. And yet all these years you have been too indifferent to pronounce the name of the mountains you look upon and should adore a dozen times every day. Now never be ruilty of saying again Sigh-ee-rah as long as you live. Pronounce it properly now and have done with it-SEE-AIR-AH MAH-DRAY!"

This is substantially the speech I have made to many men and women right here in this precious half Spanish city, Los Angeles, for a month. The name is most musical when properly spoken, but the butchered and mutilated way so many have of pronouncing it is very ugly-not only very awkward, but a shock to the nerves of anyone, native or not, educated or not, who has any sense of the fitness of things.

The Sierra Madre range of mountains comes up to us from way down in Mexico. It passes on up toward the north in all its savage majesty and splendor until it melts into and blends in with the Sierra Nevada mountains of the north; Sierra Nevada mountains-mountains of snow; Sierra, series -saw teeth of snow, to be literal and exact.

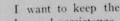
Sierra Madre Supreme

The city of Sierra Madre is sixteen miles from Los Angeles, and in line with ever so many beautiful young cities which line close up to the mountain range from which it takes its poetical name. But it is the highest, most mountainous of them all. And so it has the most wondrous view of the vast valley below and the ocean beyond. Car service here, as elsewhere all along is perfect. You can go to the theater in the city from here and return in

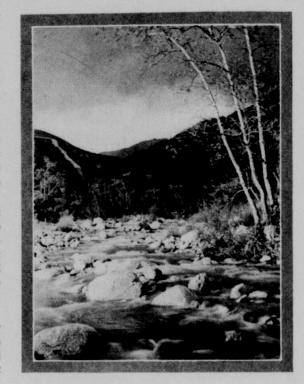
But the one thing that takes hold of my heart at Sierra Madre is the road or trail up the steep and stupendous mountain to the Carnegie observatory on the summit of Mount Wilson, the highest peak in the great wall that fronts the valley and hangs-in some places hangs, literally hangs-above Sierra Madre. It must have cost an ordinary fortune to make this trail possible even for donkeys.

People are passing un and down here every day to get a view of the valley below, the boundless ocean beyond and also to see the observatory and wonder at the generous work of the one greatest benefactor, in an educational way, in all the world.

Here at the base of the granite wall that is topped by the new observatory is a corral of pretty little donkeys-not much bigger than goats. Do you, my bio fat, well-fed man, insist on riding one of these up the hypothenuse of a right-angle triangle? Well, then, good-by-I am going to walk. I am going to walk up this glorious mountain with the sunlight flooding and flashing all about, over and above. Thank God for the sun and the light and the room and the sweet sea air of this favored land by these sundown seas.



I want to keep the lesson of this glad divine valor and persistence. I need his example. Maybe we all need it. No, no donkey for me. Let women use the little donkeys if they will-they are pretty and they are plump-sure-footed, good-natured and very willing. But for my own part I should really and truly love better the woman who bravely walks right up this precipice and laughs at the man who rides. She surely has a better,



Looking Up the Big Santa Anita

healthier, hardier body than the man who wants to

ride a little, mouse-like donkey. And as for her soul, it is surely nobler, braver, whiter.

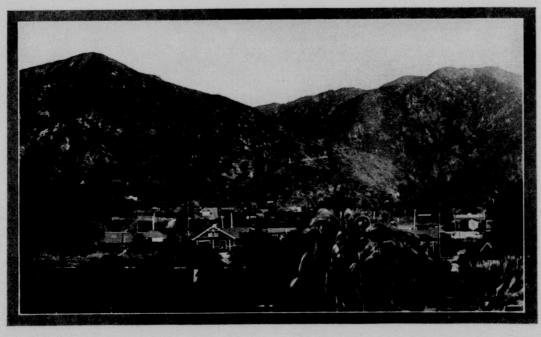
Flowers here in high-built and sunlit Sierra Madre, this roaring month of March, all over the city and up the stony steeps. The purple lupin is under foot everywhere. The black-eyed Susan in her yellow hood is leaning over your shoulder, her black eyes laughing in your face wherever you go. Baby Blue Eyes is peeping up from under the shade of palm trees. The State flower, cherished now by all California, is garmenting all Sierra Madre with a genuine cloth of gold. No State in all the constellation of States has such a gorgeous flower of gold as is the California poppy. And here in Sierra Madre, on this high headland, in the full blaze of the sun, it seems to be at its best.—(Reprinted from the L. A. Examiner).

TO THOSE BACK HOME

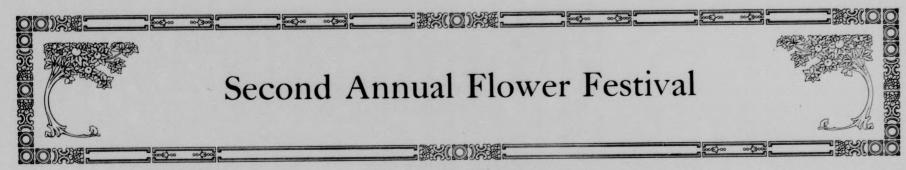
The leaden skies are o'er you now, The winds are keen—the trees are bare; With all our days so warm and kind, 'Twould seem that nature were unfair. And yet, dear ones, do not repine, Our summertime will always last. God knew you'd want to join us here And so made California vast. -Oney Fred Sweet, in Sunset.

AN UNWRITTEN LAW

"Nothing is so acceptable to the camperout as a pure article in the way of woods and waters. Any admixture of human relics mars the spirit of the scene."-John Burroughs.



Our Mountains as Seen from East Central—Mount Wilson Trail Disappearing
Into the Little Santa Anita Canyon



FLOWER FESTIVAL HISTORY

The Flower Festival idea in Sierra Madre originated with Mrs. George H. Letteau. Plans were made for a fall show in 1910, but were abandoned in favor of a more pretentious show the following spring. Mrs. C. W. Mitchell accepted the chairmanship of the committee in charge of the first festival which was given in April, 1911, showing great artistic ability in carrying out details, as well as in the larger work.

The show as arranged was pronounced by competent authorities to be one of the most attractive floral displays ever gathered together in Southern California, though not the largest. Miss Gertrude Cook, one of Sierra Madre's own daughters made a charming Queen for the first festival.

The executive committee selected by the Woman's Club was most ably assisted by men representing the Board of City Trustees and the Board of Trade, especially by Mr. C. W. Mitchell, whose enthusiasm and aid were invaluable.

The effect of the first flower festival was gratifyingly noticeable in the stimulus given to flower culture and beautification of grounds all about town. Especially notable was the showing made at the chrysanthemum show held in November, with Mrs. W. H. Ingraham as chairman of the committee in charge.

So great were the benefits and pleasures of the 1911 Flower Festival that it was decided at a public meeting to make it an annual affair, and enlist the aid of all public organizations in the city. The executive committee was chosen with that in view and is as follows:

Mrs. W. J. Lawless, chairman, Mrs. L. E. Steinberger, and Miss Hersa Lea, secretaries, representing the Woman's Club; Mr. C. W. Jones representing the city trustees; Messrs. J. W. Keys and F. D. R. Moote, representing the Board of Trade.

Plans for this year's Festival included making the children a prominent feature, in keeping with the flowers and sunshine of Sierra Madre. Accordingly the queen, her maids and pages are all children, the court being as follows:

Queen, Margaret Allen.

Maids of Honor: Eleanor Hinton, Margaret Bravinder, Dorothy Mitchell, Helen Seeley, Lorraine Wright, Hallett Johnson, Virginia Jones, Louise Franciscus.

Pages: Frank Baker, Herndon Johnson.

THE FESTIVAL PROGRAM

(Arranged by Mrs. E. W. Camp and Mr. F. D. R. Moote)

Thursday, April 18

10 a m.—Judging of exhibits. Judges: Mrs. Anstruther Davidson, Messrs. Braunton, Morris and Payne.

12 to 2 p. m.—Cafeteria lunch.

2 p. m.—Formal opening of Flower Festival.



For Simple Beauty Can Anything Surpass the White Cherokee?

3 p. m.—Musical program.

Miss Barguerite Wetherby, pianist.

Miss Jean Craig, mezzo soprano.

Miss Gertrude Cook, soprano.

Victrola—Four selections from "Lucia."

5:30 p. m.—Cafeteria dinner. Thursday Evening, April 18

8 p. m.—Coronation of Queen Margaret. Singing of Coronation Song, by school children, accompanied by Miss Clara Zager. Awarding of prizes, by C. W. Jones, chairman of the Board of City Trustees.

Trio: Mr. C. B. Green, violin; Mr. J. A. Patterson, cello; Mrs. C. B. Green, piano.

The O. U. Quartet—Mrs. Hawxhurst, Misses Craig, Humphries, Caskey.

Friday, April 19

10 a. m.-Doors open for Flower Show.

12 to 2 u. m.—Cafeteria lunch.

2 p. m.—Musical Program.

Miss Anna Jansen, piano.
Victrola Selections—"Forza del Destino," Caruso and Scotti; "Neapolitan Song," Caruso;
"The Pearl Fishers," Caruso and Ancona;
"Salue demuere," (Faust), Caruso.
Mr. Herbert Ingraham, 'cello.
Miss Ruth Sparks, piano.
Miss Muriel King, soprano.

Miss Dorothy Mitchell, piano.
Miss Mavbelle Caley, violin.
Master Bruce McGill, piano.
The O. U. Qurtet.

5:30 p. m.—Cafeteria dinner.

Friday Evening, April 18

CONCERT BY DE NUBILA ORCHESTRA,

8 P. M.	
American Music-	
Mlle. Modiste	Herbert Nevin
German Music—	
Evening Star Spring Song Mend Serenade Song Miss Marjon	elssohn chubert
	it itiet
French Music— Musetta Waltz La Amoureuse Slumber Song Sketch—Miss Dorothy Humphries, Miss Miss Rice.	Blager Gounod
Italian Music—	
Intermezzo M Minuet Cl Addio Napoli	ierubini
Spanish Music-	
La Golondrina	Vradrier

Saturday, April 20

Spanish Dances Moskowski

to a. m.—Doors open for Flower Show.

11:30 to 1:30—Cafeteria lunch.

1:30 p. m.—Floral Parade.

3 p. m.—Court of Queen Margaret.
Chorus Singing, Folk Songs and Folk Dances
by school children, under direction of Prof.
Maltbie, assisted by Misses Zager, Forsberg
and Mintner.

5:30 p m.—Cafeteria dinner.



Two of the Entries in the Floral Parade of the 1911 Festival—The Auto of C. H. Baker, Children with Garlands and Sashes of Marguerites Photo by G. B. M Handsome Allegorical Float of the Boys' Athletic Club

8 to 12—Dancing party, Club house auditorium Flower cotillion from 9 to 10, led by Mr. G. Hallett Johnson and Mrs. Edgar W. Camp, as-sisted by Mr. William J. Lawless and Miss Helen Morrow. Music by Blanchard Orchestra.

FLORAL EXHIBITS

CUT FLOWERS-Mrs. G. Hallett Johnson.

Class I-Roses. Best 6 blooms. Best single Class I—Roses. Best o blooms. Dest single bloom any variety length of stem considered), chairman, Mrs. Rust. 1st Prize, Copper Book Ends. Class II—Geraniums. Best 9 stems, any one variety; largest collection, 3 stems each; Pelargon-

iums, best exhibit, 5 stems each; largest collection, 3 stems each. Chairman, Miss Vega Brugman. Prize, Boston Fern.

Class III-Garden Flowers. Best collection any one variety; 6 foxgloves, 12 double poppies; 18 California poppies; 12 verbenas; 12 nasturtiums; 24 mignonette; 6 sunflowers; 6 gailiardias; 3 salvias; 6 heliotrope; 3 stocks of hollyhocks; 12 marguerites (white or yellow); 14 Shasta daisy; 10 African daisy; 6 Canterbury bell; 6 larkspur; 10 centurium; 8 cellionaie; 6 kridel graphs; 10 larges centurias; 8 calliopsis; 6 bridal wreath; 12 laurestina; 6 bougainvillaea; geniota (6 of any one tina; 6 bougainvillaea; geniota (6 of any one variety); 6 stock (any one color); 3 wisteria; 50 violets; 12 petunia blooms; 6 sweet elysium; 8 candy tuft; 6 Jasmine; 6 spiria; any other garden flowers. Chairman, Miss Dea Harriman. 1st prize, Brass Tray and piercing outfit.

Class IV—Pansies. Best collection, arranged in flat basket. Chairman, Mrs. Kimball. 1st Prize, Copper Pansy Boyl

Copper Pansy Bowl.
Class V—Sweet Peas. Best thirty stems with foliage, any one variety; 6 stems carnations, any one variety (length of stem considered). Chairman, Miss Harriman.

Class VI—Bulbs. Amaryllis, 2 stems; narcissus, 10 stems; ranunculus, 18 stems; gladiolus, 3 stems; freesias, 18 stems; hyacinth, 3 stems; Watsonias, 8 stems; Easter lillies, 2 stems; callas, 6 stems; iris, 6 stems; German iris, 6 stems; Japanese iris, 3 stems; German iris, 6 stems; Japaniese Iris, 3 stems; Spanish iris, 6 stems; tulips, 6 stems; 12 aralis; 6 anemones; 12 jonquils: any flowering bulb in like numbers. Chairman, Mrs. L. L. Krebs.

There will be about fifty first and second prizes (ribbons) and several valuable substantial prizes under this Cut Flower Exhibit.

POTTED PLANTS—Mrs. George Humphries.

Class I—Ferns. Best collection; best specimen.

Ist Prize, Boston Fern.

Class II—Palms and decorative plants in pots

or in hanging baskets. Best specimen. Class III—Begonias. Best 3 varieties; best specimen; best Rex. 1st Prize, Painting by Elizabeth

Borglum. Class IV—Geraniums. Best 3 varieties; best specimen.
Class V—Rare and foreign plants. Best collec-

tion, 6 plants There will be nine ribbon prizes and several substantial prizes under the Potted Plants Exhibit.

FLORAL BASKETS-Mrs. W. H. Ingraham. Best hanging basket (cut flowers) arranged by

individual group. 1st Prize, Fan. Best hanging basket (cut flowers) from any or-ganization. 1st Prize, Japanese Basket. Second prizes will be ribbons.

PRIVATE TABLES-Mrs. C. S. Kersting, Mrs.

W. E. Farman. These will be tables, arranged by individuals, beauty of arrangement considered. Cut flowers or



Live Oaks, Hundreds of Acres of them, Along Our Southern Boundary

Photo by G. B. M.

PRIVATE GROUNDS-Mr. W. W. Felgate. First prize, leather handbag.

PARADE-Mr. A. S. Mead.

Street Parade-Best float from business house or organizations, silver cup.

Best private entry, carriage or auto, silver dish. Best equestrian entry, mandolin. Second prizes to be banners.

Bicycle entry-First, \$2 · second \$1

SCHOOL CHILDREN'S EXHIBIT-Mr. Maltbie. Class I-Pots of mixed plants. Cared for by chil-

First prize, Knife. (This knife will be either for

a girl or boy, whichever wins). Class II—For Sierra Madre school children. Wild flowers. Largest variety of specimens gathered before April 18. These flowers must be left with Miss Dorothy Humphries for classification.

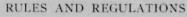
First prize, \$5.00; second prize, \$3.00; third, \$1.00. Class III—Rarest wild flower. One prize, \$1.00. Class IV—Best herbarium of 10 or more pressed

wild flowers. One prize, \$1.00. Class V—Largest collection of wild flowers of any one color, brought in to the club house in good condition Tuesday or Wednesday afternoon, April

16 or 17. First prize, Book; second prize, December Class VI—Largest variety of wild flowers collected in any vicinity by any one interested in this work. First prize, \$3.00; second prize, \$2.00.

COMMITTEE ON PRIZES-Mrs. F. J. Hart.

DECORATING COMMITTEE—Mrs, W. J. Lawless, assisted by Mr. and Mrs. F. P. Conard, Mrs. S. Beyer, Mrs. Pascoe and Mrs. C. W. Jones.



I. All vases and receptacles for cut flowers will be furnished by committee on exhibit.

II. After the articles are arranged, they will be under the exclusive charge of the committee, and not even the owners themselves will have the liberty to move or touch them until after the exhibit is closed.

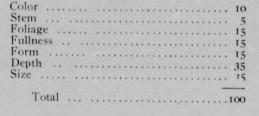
III. When a certain number or quantity of plants or flowers is designated in schedule, there must ze neither more nor less than that number or quantity shown.

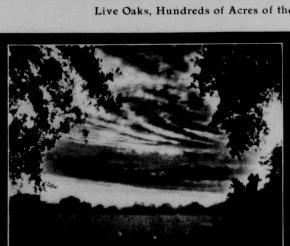
IV. No plants or flowers shall be removed from the hall until after 10 p. m. Saturday.

Potted plants entered before Tuesday night, April 16.

VI. No plants or flowers shall be exhibited for more than one award.

VII. Cut flowers to be judged by scale of points adopted by the Chrysanthemum Society of America as follows:



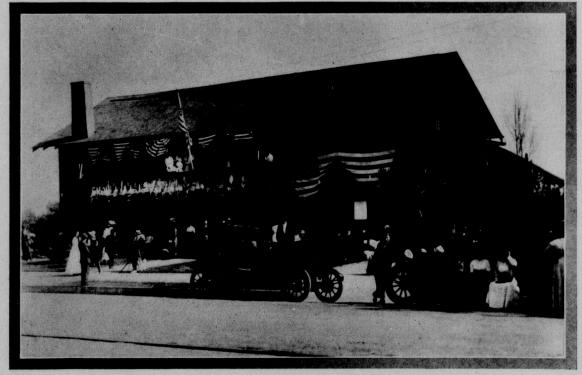


Sunset Among the Oaks South of Sierra Madre

potted plants. It is not necessary that these be grown by exhibitors.

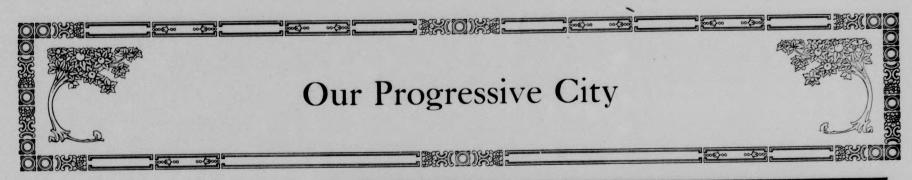
FRUITS AND VEGETABLES-Mr. C. J. Pegler.

Class I-Fruits and nuts. Best collection. First prize, \$2.00. Second prize. \$1.00. Class II—Vegetables. Best collection. First prize, \$5.00. Second prize, \$3.00.



Viewing the Floral Parade at Woman's Club House, 1911 Festival

Photo by F. P. Conard



Sierra Madre has been incorporated as a city of the sixth class under the California law about five years. The twin blessings of incorporation and interurban connection with the outside world arrived about the same time, marking the point in history between the old and the new. Persons who resided here for any length of time previous are colloquially known as "old timers." But there is no line of demarkation between the old and the new residents so far as enterprise and progressive spirit are concerned

The official roster of the city government is as follows:

Board of Trustees: C. W. Jones, chairman; J. J. Graham, N. H. Hosmer, J. C. Pegler and L. E. Steinberger.

City Clerk and Recorder, C. H. Perry.

City Engineer, William F. Bixby.

City Treasurer, Joseph L. Turner. Marshal and Tax Collector, A. M. Udell.

Street Superintendent, N. H. Hosmer.

By reason of the recent resignation of H. F. Bridges the office of city attorney is vacant. The city's legal business is at present being cared for by Senator Leslie R. Hewitt.

The Board of Health is composed of Dr. R. H. Mackerras, chairman; Franklin Biederman, secretary; J. A. Osgood, A. N. Adams and J. A. Patterson.

The first public enterprise to engage the attention of the newly incorporated city was the improvement of the streets. The contour of the city and the loose soil made the streets easy prey to the storm water flowing down from the mountains in winter. Holes and gullies were the usual thing. The transformation which has taken place is a source of astonishment to visitors who were familiar with the old conditions and the excellence of our streets is the subject of frequent congratulatory remarks from visitors who never saw the city before.

Of the city's eighteen miles of streets about twelve miles have been improved with tamped oil paving which, in the peculiar Sierra Madre soil, is almost equal to asphalt. Cement curbs and gutters line the streets, with concrete box culverts which make all crossings smooth.

Road experts pronounce the Sierra Madre soil, which consists largely of decomposed granite, to be ideal for road making. No macadamizing is



Upper Baldwin Avenue Typical of Our Street Improvement

Photo by C. W. Jones

necessary to give it a proper base. Sierra Madre's claim to the largest proportion of improved streets of any city in Southern California has not been disputed.

Sierra Madre's water supply and distributing system, it is expected, will soon be in the hands of the municipality. The city is now served by the Sierra Madre Water Company, a mutual, co-operative concern in which all property owners hold stock. Municipal bonds for \$110,000 have been voted for the purchase of the system and for further water development. Bonds for \$40,000 have been voted for the purchase by condemnation of water rights in the Little Santa Anita canyon now owned by the Baldwin estate, and for further development. The courts are expected to set the price to be paid within a fortnight. With the completion of the plans here outlined the city will be assured of abundant water

supply for years to come, under sole ownership of the municipality.

A street lighting system was installed soon after incorporation by contract with the Southern California Edison company and this has been greatly improved from time to time. The most recent improvement was the installation of a complete new street lighting circuit, with powerful tungsten lamps of the latest improved style. The number of lamps was greatly increased so that the streets are effectively illuminated on the darkest night.

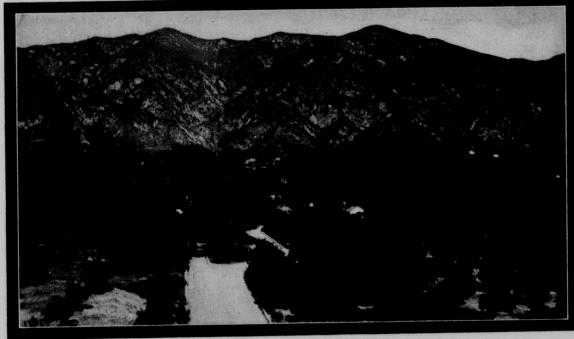
In keeping with the character of the improved streets is the manner in which they are kept clean. The debris and dirt which always accumulate in a public street are removed regularly.

Beauty as well as utility have been kept in mind in street improvement. Consequently the natural trees have been left to grow in the streets wherever possible, and have been protected with cement copings. Uniform planting of shade trees has been adopted along some streets and the beautification of parkings has been encouraged in every way possible.

The assessed valuation of the city is about a million and a quarter dollars. The tax rate at present is ninety-six cents on each \$100. Of this amount twelve cents is for library purposes, fifty-six cents for the general purposes of the city and twenty-four cents for interest on water bonds which it is expected will be issued soon. By far the largest single item in the city's budget is for street improve-

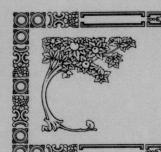
ment and maintenance.

Sierra Madre took a pioneer step for cities of her class by employing a municipal nurse for visitation work. Mrs. Amelia Jensen has made the office a power for good in many ways. She works in cooperation with the board of health, inspects santary conditions, visits the sick with helpful counsel and cheerful greeting, warns the violators of legal and common sense restrictions, aids various organizations in dispensing charity, gives free medical advice to the indigent and sees that all houses are properly funnigated after being occupied by victims of any infectious disease. Her work has attracted the attention of public oiffcials throughout the state who make frequent inquiry as to her methods.



Our Mountains as Seen from West Central Avenue

Photo by G. B. A



Civic and Social Organizations





A Glimpse of the Residence and Grounds of J. Krafft

BOARD OF TRADE

No single factor has had more influence in promoting the growth and development of Sierra Madre than has the Board of Trade. This organization is open to all men of Sierra Madre and has a membership of about seventy-five loyal boosters. The officers for the present year are as follows:

N. W. Tarr, President.

J. D. Mackerras, Vice President.

E. W. Mead, Secretary.

H. G. Flint, Treasurer.

Directors and chairmen of committees: N. W. Tarr, Transportation; J. D. Mackerras, Membership; Lloyd E. Noble, Advertising; W. A. Andrews, Finance and Auditing; E. F. Ballou, Entertainment; E. S. Mollenkopf, Streets and Roads; W. J. Lawless, Laws and By-Laws.

Regular meetings of the board are held on the second Monday evening of each month in the city hall. In addition to the transaction of such business as naturally would come before such an organization these meetings afford something like a substitute for the old fashioned town meeting, where every man present feels free to talk on any subject bearing upon the public welfare.

To the Board of Trade falls the task of giving Sierra Madre whatever outside advertising is carried on. The board has issued illustrated booklets and folders at various times, placed exhibits at land shows and other expositions, and advertised Sierra Madre in the city dailies.

The Board of Trade has been foremost in the movements for street improvement, uniform shade

tree planting, better car service, lower utility rates, municipalizing of the water system, a house numbering system and many other improvements. Sierra Madre is now served with gas as an almost direct result of agitation for a gas plant originating with the Board of Trade.

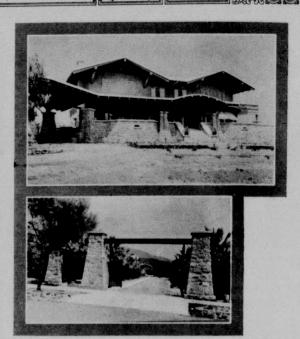
City beautification has been one of the slogans of the Board from the beginning. For several years the Board has purchased quantities of California poppy and other wild flower seed for free distribution to all who would plant it on parkings or property visible from the streets.

Co-operation between the Board of Trade and the city administration has always been cordial and directed toward the effective promotion of Sierra Madre's best interests. The Board has also co-operated with other organizations of the city in such enterprises as the Flower Festival.

In the course of a year a vast amount of information regarding Sierra Madre is sent out by the Board of Trade. All inquiries directed to the secretary receive prompt attention and are either answered directly or referred to the person best qualified to give the information desired.

Two social events under the auspices of the Board are red letter days in the Sierra Madre calendar. One is the annual banquet when an effort is made to get all men in Sierra Madre together for a feast and the instilling of the boosting spirit. The other is the midsummer picnic, usually held at one of the beaches. On this occasion all Sierra Madre becomes one big, happy family for a day, going





Residence of T. E. Yerxa and Entrance to Grounds

and coming in a special through train and spending a day at wholesome frolic.

SIERRA MADRE WOMAN'S CLUB

OFFICERS

President	Mrs. W. J. Lawless
Vice Presidents	Mrs. A. B. Shaw
	Mrs. S. C. Collins
Recording Secretary	Mrs. W. H. Ingraham
Corresponding Secretary	. Mrs. L. E. Steinberger
Treasurer	Mrs. L. Dietz
Auditor	Mrs. E. W. Camp

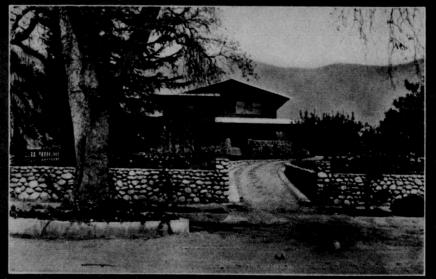
BOARD OF DIRECTORS

Dr. A. M. Betts Mrs. M. D. Goodfellow Mrs. W. E. Walker Mrs. M. D. Welsher Mrs. J. W. Keys Miss Hazel Woodward Mrs. G. H. Johnson Mrs. Cabot Yerxa

CHAIRMEN OF COMMITTEES

CHAIRMEN OF CO	MMILLEES
Dr. A. M. Betts	Public Health
Mrs. E. W. Camp	Courtesy
Mrs. S. C. Collins	Ways and Means
Mrs. L. Dietz	Evening Lecturer
Mrs. W. H. Ingraham	Schools
Mrs. J. W. Keys	Child Welfare
Mrs. G. H. Johnson	Philanthropy
Mrs. A. B. Shaw	Programs and Art
Mrs. L. E. Steinberger	Civics





Typical Sierra Madre Homes-Above, Mrs. F. C. Wright; Below, A. N. Adams, E T. Pierce



Catholic Chapel and Residence of Rev. M. W. Barth

Mrs.	W. E.	WalkerHouse
		Welsher Hospitality
		WoodwardBook
Mrs.	Cabot	Yerxa History and Landmarks

The Sierra Madre Woman's Club was organized in 1907 with fifty-three charter members. Mrs. J. A. Osgood was its first president. The purpose and principles of the club are embodied in its avowed object: "To promote unity and good fellowship among its members; to stimulate intellectual development; to strengthen individual, philanthropic and reformatory effort." Associated with Mrs. Osgood in the formation of the club were Mrs. L. C. Torrance, Mrs. Charles E. Bentham and Mrs. H. Ivor Thomas. Mrs. Bentham was the second president of the club.

The club was greatly strengthened during 1908, very largely through the remarkable enthusiasm and ability of Mrs. George H. Letteau, the third president of the club. She led the effort which resulted in the building of the club house, completed July 1, 1909. This club house, of which all Sierra Madre is justly proud, has been a delightful club home and social center. It is an attractive building for church and civic fetes. Its auditorium and stage have made possible the giving of many entertainments for the benefit of other organizations. The auditorium has a seating capacity of 350, and by placing chairs in the adjoining parlor, dining room and lobbies 500 guests can enjoy an entertainment. This building and the good work for which it stands in the community is a fitting memorial to the woman whose faith and splendid courage made its erection possible, Lulu N. Letteau.

No better commentary on the work of the club can be given than a review of a single year's work, showing the varied subjects and interests brought to the attention of the club and its friends.

During the year the committee on art provided a talk on "Art Yesterday and Today" by Mrs. George Barndollar, illustrated with pictures loaned by the Kanst galleries; a magnificent exhibition of oils and water colors at the Reciprocity Day session in February, when various art dealers and private collectors loaned pictures by Sauerwein, Ertz, Wachtel, H. G. Thompson, Mrs. Elizabeth Borglum, Mocine, Austin, Keller and others, and an illustrated lecture by Miss Van Kirk on "Picturesque Italy and Masterpieces of Florence."

Musical events included a program of national music by the DeNubila orchestra, an afternoon of songs by Mrs. I. H. Norton, an afternoon of harp music by Mrs. Jones, and many excellent numbers incident to other programs.

Literary features included a review of John Muir's "My First Summer in the Sierra" by Miss Ellie Mosgrove who was one of a party with the author

on a trip to the High Sierras; the reading of the Brieux play, "Damaged Goods," by Mrs. Morris Cohn, and the celebration of Burns' birthday with an address by Rev. Dr. James M. Campbell who gave interesting sidelights on Burns' life and sympathetic interpretations of his poems. It is expected that Mrs. Lillian Burkhardt Goldsmith will soon read "Everywoman," and Mrs. George V. Wright is expected to give a talk on Maeterlinck's "Bluebird."

Sociological problems have received much attention. The programs have included a remarkable paper on Child Welfare by Prof, Shepardson; and addresses by Mrs. Mila Tupper Maynard and Miss Mary Foy on the same subject. The club has not stopped at discussions of such subjects, but has done much work through its philanthropy committee. Besides co-operating with the municipal nurse shipments of clothing, fruit and toys have been made to Los Angeles institutions, principally the Children's Hospital and the Maternity Cottage.

Allied with philanthropy and child welfare is the subject of public health, the club giving its members and the public opportunity to hear several essential problems discussed. The Owens bill was discussed pro and con by Dr. F. M. Pottenger and Rev. Reynolds Blight. Mrs. Charles Farwell gave an illuminating paper on the public milk supply. A discussion of the tuberculin test for cows was held between Mr. W. S. Rosecrans and Dr. Hart, vegetarian of Los Angeles city.

Constitutional amendments up for decision at the October election were discussed by Mr. Lewis R. Works. Dr. Dana Bartlett told of what a "City Beautiful" really means. It is expected that Mr. Edmund Norton will soon discuss the single tax issue.

Of social events space permits the mention of only two, the children's Christmas party at which more than 200 youngsters enjoyed an afternoon of unalloyed delight through the generosity of a few members, and the men's Christmas party at which male relatives and friends of the members were royally entertained.

It is to be expected that a club whose 168 members can accomplish so much active work will also make an excellent financial showing. The outstanding debt on the magnificent club house has now been reduced to \$5,000 and it is expected this amount will rapidly decrease.

FRATERNAL ORGANIZATIONS

Sierra Madre Lodge, No. 408, F. & A. M., was the first fraternal organization formed in Sierra Madre. Although but two years old it has a membership of more than sixty and is in flourishing condition. The lodge room on the second floor of the Woman's Club house it has furnished beautifully. W. J. Lawless is Master of the lodge and J. D. Mackerras is secretary. Stated meetings are held on the first Tuesday evening of each month. The Masonic social life is looked after by the Feed & Fun Club, an organizations of local Masons meeting on the last Tuesday evening of each month.

Sierra Madre Chapter, O. E. S., No. 209 has been organized a little more than a year and also shows flourishing growth. The chapter meets on the first and third Monday evenings of each month. Mrs. Pearl Biederman is Matron and Mr. H. H. Steinberger is secretary.

The Independent Order of Good Templars has recently established a chapter in Sierra Madre and the organization has become very popular among the

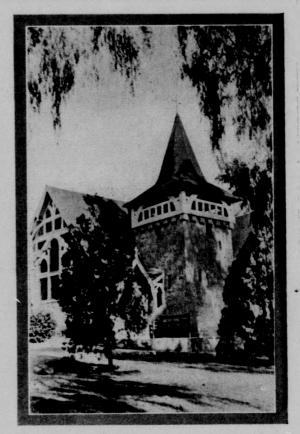


Photo by G. B. M. Church of the Ascension

young people. Meetings are held on Saturday evenings in the Town Hall and the membership is growing rapidly. Lloyd E. Noble is the Chief Templar and Miss Verna Trible is secretary.

Members of the Grand Army of the Republic residing in Sierra Madre lacked sufficient numbers to organize a Post of the order, but for social enjoyment they have organized "Sierra Madre Outpost" which meets quarterly or oftener at the homes of the members for campfire sociability.

SOCIAL AND CHARITABLE ORGANIZATIONS

Las Auxiliadores de Sierra Madre is an association of ladies organized about a year ago for charitable work. Clothing has been made and solicited for deserving families in Sierra Madre and for use by the Los Angeles Parent-Teacher Association, the Florence Crittendon Home, the Hostetter School and various hospitals. Many dolls were dressed at Christmas time for the poor children of Los Angeles and this spring the club members have been canning fruit for distribution among indigent invalids. The children of the Heave-awa Home in Los Angeles were given an all-day picnic at the home of Mrs. Camp last summer and the outing with others of its kind is to be repeated this season.

The Audubon Society, organized by a number of ladies for the study of bird life and to further the protection of our feathered friends, meets monthly. The officers are Mrs. J. A. Osgood, president; Mrs. A. A. Rice, first vice president; Mrs. Louis Dietz, second vice president; Miss Alice Lockwood, secre-

tary and treasurer.

The Junior Audubon Society was organized last December by Miss Alice Lockwood with a membership of twenty which has now increased to thirty-four. The officers are: Elizabeth Krebs, president; Vera Hartman, vice president; Hall Perry, secretary; Curtis Flint, treasurer. The objects are similar to

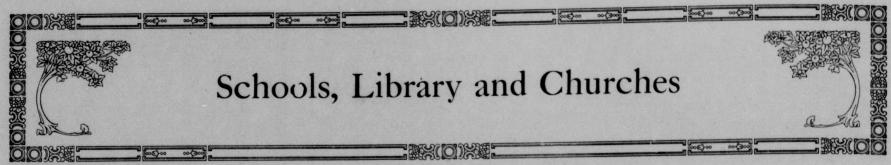
those of the Audubon Society.

Other organizations are the I. I. C., a literary and social society; the Independent Order of Scouts, a boys' club; the Young Ladies' Sewing Society, and





Two Views of the Business Section, Looking West and North from the Intersection of Baldwin and Central Avenues— Pacific Electric Station in Foreground—Mountains Cloaked With Clouds and Snow





Public School Building-A Model of Its Kind

Paotes by G. B. M.

EDUCATIONAL FACILITIES

It is to be expected that a community whose citizens are so progressive in other matters would demand the best of educational facilities for their children. And such is the case in Sierra Madre.

The public school building is of distinctive design, a source of delight to visitors who have never seen one of its type, and should be a source of inspiration to pupils. The school rooms are all on one floor, and the large basement is devoted to manual training work.

The school rooms are built around a sunny patio which is beautified with flower beds and fountain and covered with a vine clad pergola. Each school room and cloak room has its own entrance from the patio, eliminating the confusion of common hallways and the danger of congestion in case of fire. The large school grounds allow ample play room, space for practical gardening instruction and for an elaborate landscaping scheme which is being worked out by the school trustees.

The board of trustees for the Sierra Madre district consists of E. T. Pierce, chairman; J. C. Dickson, clerk; and Mrs. H. G. Flint. The chairman of the board was for many years at the head of the state normal school in Los Angeles and brings valuable experience to the position. Mrs. Flint has the honor to be the first woman to hold a public office in Sierra Madre, though the office is one to which women were eligible even before equal suffrage was granted.

During the present year the teaching staff has consisted of Prof. R. W. Maltbie, principal, Misses Mintner, Zager and Forsburg. In addition to the regular work of the primary and grammar grades, special instruction is given in music, sewing and manual training and agriculture.

After considering the question from every standpoint at various times it has been decided that
Sierra Madre will not be ready to build and maintain a high school for years to come. The reason
is found in the fact that Sierra Madre pupils can
attend the Pasadena high schools without the payment of tuition fees, through the contribution of
Sierra Madre to the state high school tax. The carfare is low and the time required to make the trip
is not longer than that required by a large proportion of the high school pupils residing in Los Angeles and Pasadena. Pasadena's present high school
affords excellent classical, literary and scientific
courses, while the plant of the half-million dollar



Patio of School Building

polytechnic high school is nearing completion. This school is located near the eastern city limits of Pasadena and will actually be more convenient of access from Sierra Madre than from some parts of Pasadena.

Sierra Madre is also within easy reach of Throop Institute, Occidental college and the University of Southern California for students desiring either preparatory, collegiate or professional courses. A private kindergarten is conducted in Sierra Madre by Mrs. Mary Davis Goodfellow.

PUBLIC LIBRARY

Sierra Madre had a public library before Mr. Carnegie acquired the habit of giving libraries away. It was made possible by a gift from the late Mrs. R. E. Ross as a memorial to her husband. For more than twenty years it was conducted by the Sierra Madre Library Association, expenses being paid from membership dues, contributions and entertainments.

Two years ago an ordinance was passed by the city trustees establishing a municipal library under the California law, a board of library trustees was appointed and the library was turned over by the association to the municipal board. It is now maintained by a special library tax which yields an income of about \$1,500 yearly.

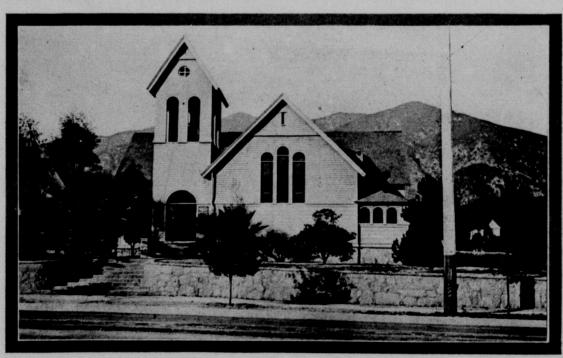
The present library board consists of George B. Morgridge, chairman; Mrs. E. T. Pierce, secretary; Messrs. H. J. Potter, W. S. Andrews and J. A. Osgood. The librarian is Mrs. Florence Wheatly.

Since the library has been taken over by the municipal board large additions have been made to the book list and there are now considerably more than 3,000 volumes on the shelves. The circulation and number of cardholders have shown a gratifying increase during the same period.

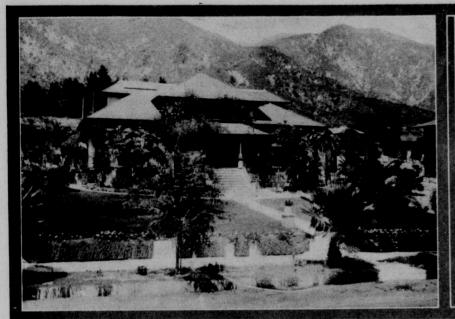
CHURCHES AND RELIGIOUS ORGANIZATIONS

Worshipers of almost every creed can find a church home in Sierra Madre. And yet the place lacks the multiplicity of religious organizations often found in towns no larger. It has seemed wiser to have a few well supported churches than a large number of weak ones.

The First Congregational church was the first to be organized when the village was in its infancy. Since then it has served virtually as a union evangelical church, receiving members from many other denominations. During the past six years the pastor has been Rev. James M. Campbell, D. D., author of a number of theological books published on both sides of the Atlantic, and with a genius for reaching the hearts of all sorts and conditions of men. Among the cosmopolitan population of Sierra Madre, gathered from the ends of the earth, each with a different problem of life, he found a field



Congregational Church





Residence of C. W. Jones and View Showing Parking Possibilities

Photos by C. W. Jones

which few could have filled so well. The pastorate which he has just concluded was one of blessing for the entire community as well as for the church itself. The church is well organized with flourishing Sunday School, Christian Endeavor, Missionary Society and Ladies' Aid society.

The Church of the Ascension (Episcopal), was the second to be established in Sierra Madre and for many years no other church organizations were

The Church of the Ascension (Episcopal), was the second to be established in Sierra Madre and for many years no other church organizations were formed. The Rev. Dr. George H. Cornell has been rector of the parish about three years, bringing to the work rine experience and a most pleasing personality. The church building is pleasingly picturesque both without and within. It contains a pipe organ of beautiful tone. The Sunday School and Woman's Guild are the active auxiliary organizations of the parish.

No regularly organized Catholic parish exists in Sierra Madre. Rev. Father M. W. Barth, however, conducts services in a chapel which he had erected for the purpose about three years ago after coming to Sierra Madre to make his home and finding a number of communicants without a place of worship nearer than Pasadena. Rev. Barth enjoyed a wide acquaintance in Chicago where he resided many years, and has been the means of bringing a number of residents to Sierra Madre, permanent and temporary.

Mrs. Annie Rix Militz, founder of the "Home and Truth" movement, owns a home in Sierra Madre and spends a portion of her time there. The Sierra Madre "Home of Truth" is located on North Auburn, with Mrs. H. C. Hamor and Miss Alida Hamor as teachers and healers.

A COSMOPOLITAN POPULATION

By REV. J. M. CAMPBELL, D. D.

Everything in our national life is in the melting pot. What the ultimate American will be when the type is fixed it is impossible to predict. Meanwhile it is interesting to watch and to study the process of assimilation which is gradually going on. And no place affords better opportunity for this than our little foothill town in which are to be seen all the heterogeneous elements found only, as a rule, in the great cities.

Looking down upon the San Gabriel Valley from Sierra Madre Villa Bishop Phillips Brooks once said that he saw a bit of Spain in the San Gabriel Mission buildings, a bit of France in the smiling vineyards,



Public Library

a bit of Italy in the opaline skies and a bit of New England in the thrifty farmers and the fruit groves that spring up on every side. Could he look upon the landscape now and see how the stream of population has flowed in since then, forming itself into civic centers, he would find something still more



suggestive of the transplantation to this new country of various forms of old world civilization, for here all nationalities meet and mingle. But he would also discover that the predominant element is the New England one. Indeed the state of California has in it more of the original New England than New England has itself.

One of the results of this mixing up of nationalities has been the creation of a cosmopolitan spirit. And in no place has this spirit been stronger than in Sierra Madre. Its citizens have pulled well together and have always showed a readiness to surrender their own preconceived ideas so as to make the new adjustments which were necessary for the accomplishment of things pertaining to the common good. Proximity to the city of Los Angeles, of which they will no doubt one day be a part, has also had something to do with saving them from a spirit of provincialism.

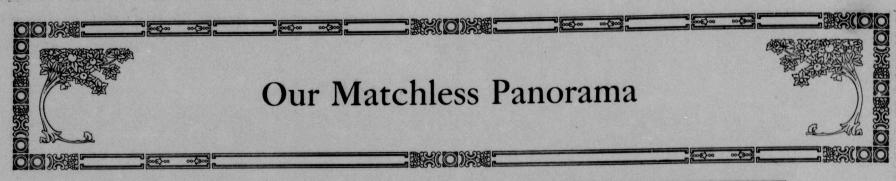
Beecher was wont to compare America to a huge stomach which converts the various nationalities entering it into Americans, as the stomach converts all the varieties of food into blood. The influence by which this change is produced comes from the possession of a common national spirit. Where that is present the most diverse elements are fused into one. Of the common life of our foothill village that spirit has always been a characteristic feature. Hence it is, essentially and emphatically, an American town.

In keeping with these things the church life has been broad and free. The church of which the present writer has been pastor for over six years has had within its fellowship representatives of twelve different denominations. How has such a church got on? Famously. Its members have united on the fundamentals of Christianity and have never required any one coming among them to surrender a single personal conviction. All they have insisted on is that every one shall accord the other fellow the same liberty which he claims for himself. And I have a conviction that when the ecclesiastical history of the state comes to be written the union Congregational church of Sierra Madre will be pointed to as having afforded a prophetic illustration of what the church of the future is to be. That this cosmopolitan spirit in civic life and this spirit of true catholicity in church life may abide and flourish is the prayer of the writer.





Typical Sierra Madre Homes-Above, Miss Alice Tufts; Belo w E. F. Fallou, F. J. Sokol, W. E. Walker



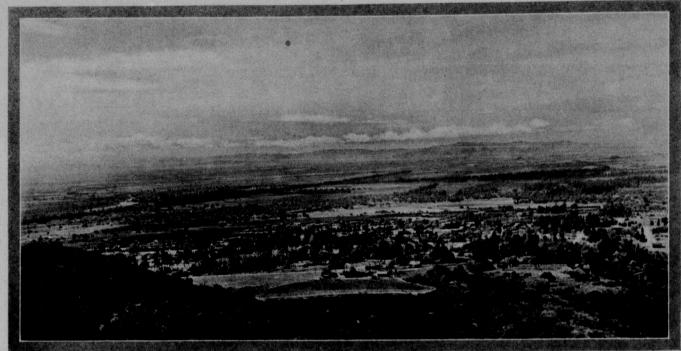


Photo by G. B. M.

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How would you like to live with such an inspiring panorama continually spread out before you? Wouldn't it make life more worth living? It is difficult to imagine the mental makeup of a person who would not experience a feeling of exaltation at the picture, which would require the combined



Snow Storm Six Miles from Scenes Shown Above

genius of a poet, a painter and a master of prose to do it justice.

Let us consider the pictures a moment. Sierra Madre is scattered over the foothill slope, extending from the underbrush at the very base of the mountains in the near foreground, to the oak covered fields of old "Lucky" Baldwin's famous Santa Anita Ranch. Baldwin Avenue may be distinguished by the line of eucalyptus trees running down from the mountain in the left hand picture, extending down through the town, across the Baldwin ranch and half way across the San Gabriel Valley, with a turn in its course near the further end. A similar line of trees running parallel from the left hand end of the picture and well out into the valley is Santa Anita Avenue. The white building at the extreme left of the picture is a fruit packing house near the southern limits of Monrovia, five miles away. Almost in the center of the picture is the famous Santa Anita rack track with its stadium and numerous

Twelve miles across the valley the Puente Hills rise to a height almost equal to that from which the picture was taken, about 1.400 feet above sea level. The elevation of the valley between is about 300 feet. Baldwin Avenue at the lower edge of Sierra Madre is about 750 feet and rises to 1,100 feet at the upper edge of the city. Elevations of other portions of Sierra Madre can be found by referring to the map on the last inside page of the supplement, showing clearly why Sierra Madre has such a matchless view.

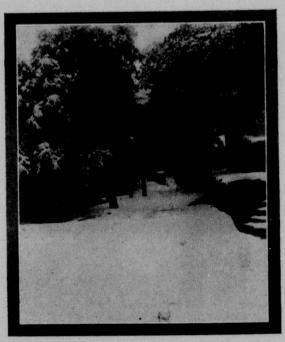
In the right hand picture Lima Street may be seen extending from the mountain side to the lower city limits. A white object at the extreme right of the picture is the Raymond Hotel, seven miles away. From this point to the packing house shown in the other picture the distance is nine miles in an air line. Pasadena is just out of the right hand end of the picture, while South Pasadena and Alhambra are spread over the area to the left of the Raymond. Scattered through the valley are the towns of Lamanda Park, El Monte, Puente, Baldwin Park, Covina and Arcadia. Whittier is hidden behind the end of the Puente Hills. Behind the hills which form the skyline in the right hand picture lies Los Angeles, scarcely twelve miles by aeroplane.

Now consider the two pictures as a single view, such as is seen from Sierra Madre at any time. Straight through the center, beyond the Puente Hills may be seen the Pacific Ocean, about twenty miles away. The glint of the sunlight on the water could be seen on the day the pictures were taken. The photograph from which these reproductions were made shows the outline of one end of Catalina Island, thirty miles at sea.

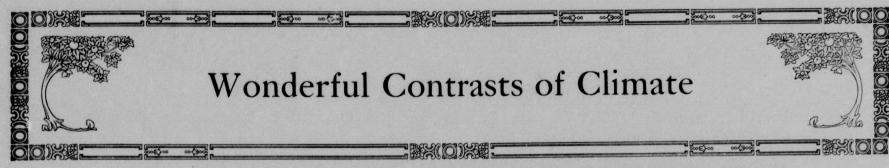
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From consideration of this sun kissed town and valley let us turn to the pictures below, taken on the same day with the same camera at a point three miles distant by aeroplane and seven miles by trail. Unbelievable, isn't it? And yet it could be done many times every winter. Is there any other place in this great country where such extremes all but meet?

For fear of being accused of writing fairy tales the actual circumstances will be given. On the morn-



More Snow at Martin's Camp



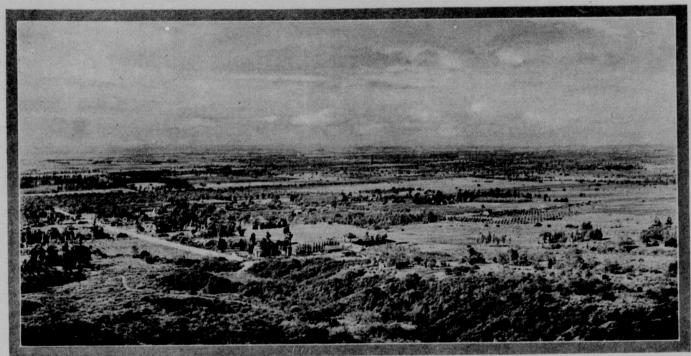


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CALIFORNIA

Beloved land of golden light,
Beside the tranquil western sea,
Thy orange blossoms, bridal-white,
Breathe love's rapt ecstacy.
The fragrance of thy myriad flowers
Fills the vales and woodland bowers,
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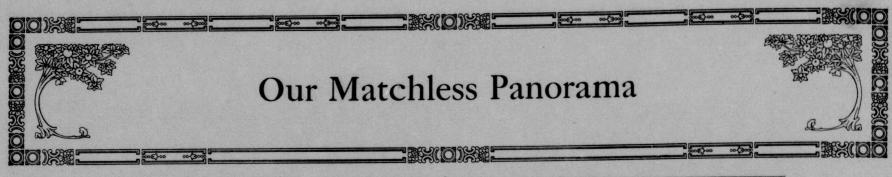


Residence of C. F. Smith

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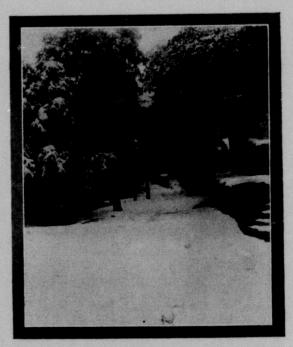
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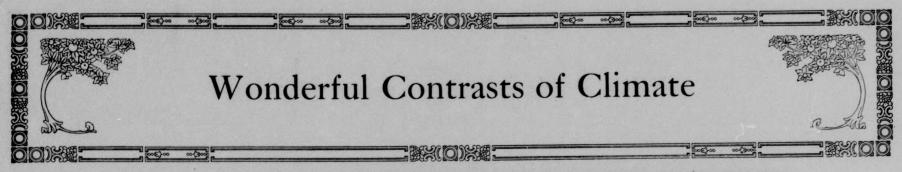




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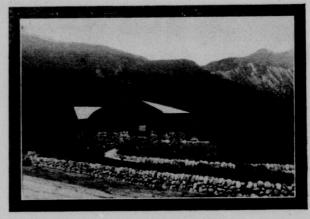
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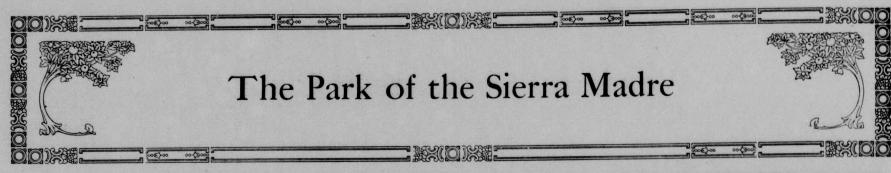


Residence of C. F. Smith Photo by C. W. Jones

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Residence of W. J. Lawless





Mt. Wilson Hotel Group from Top of 150-foot Tower

With the whole Angelus forest reserve at her gates Sierra Madre can hardly be said to lack park and playground facilities. Trails starting from Sierra Madre lead to half a dozen popular resorts, and the finest camping or tramping trips in Southern California.

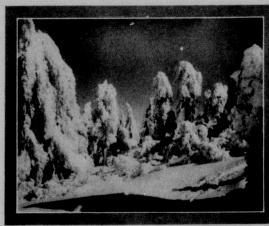
Two well known resorts, Carter's Camp and Cypress Court, are situated within the limits of Sierra Madre. The former attracts throngs of summer campers while the latter is open all the year. The Little Santa Anita, Bailey's Canyon and the Big Santa Anita are easily accessible from Sierra Madre for picnics or short tramping trips. Several outing cabins have been built by Sierra Madre boys of high school age in the mountains near by and in the West Fork of the San Gabriel the Sierra Madre Outing Club has a permanent camp.

Best known of the Southern California mountain trails is that leading from Sierra Madre to Mt. Wilson, a distance of seven miles. Halfway to the top is Orchard Camp, a popular camp among the trees, along the singing stream of the Little Santa Anita. All the way to the top the traveller is confronted by views of mountain scenery and distant valley which tax one's vocamulary for suitable arjectives.

Six miles from Sierra Madre is Martin's Camp, the first habitation on Mt. Wilson and now abandoned as a resort. But one can get a cup of coffee and some post cards from the man who operates a combination lunch room and photograph gallery.

On the summit of Mt. Wilson, 5,900 feet above the sea, is the Mt. Wilson hotel, a cozy hostelry of unusual character. The main building contains only the office, parlor, dining room, kitchen, etc., while the sleeping rooms are detached cottages, scattered among the pines and oaks.

Half a mile from the hotel is Strain's camp, a delightful summer outing place. The great Mt.



Mt. Wilson Snow Scene



"The Old Man" of Mt. Wilson, A Striking
Natural Rock Formation

Wilson observatory occupies another part of the mountain top. Innumerable side trips offer alluring possibilities to fill a vacation, long or short. Probably no other mountain in the world offers such a variety of scenery in the panoramas spread out on



Mt. Wilson Hotel in Winter

all sides. On the south are the San Gabriel Valley, Pasadena, Los Angeles and at least thirty other cities and towns. The illuminations at night present a sight from this elevation which never fails to astonish one beholding it for the first time, and which never loses interest. On the north and east stretch ridge after ridge of the Sierra Madre range, with deeply cut canyons between, showing not a touch of the human hand save an occasional trail.

The Sturtevant trail leads from Sierra Madre to the canyon of the West Fork of the San Gabriel, eighteen miles, beyond which it is continued to Barley Flats, Pine Flats and the further side of the range. The trail is maintained by the government of the forest rangers. Six miles from Sierra Madre of the forest rangers. Six miles from Sierra Madre is Hoegee's Camp and, five miles further is Sturtevant's Camp, both picturesque and delightful summer resorts. The distance to the latter will be materially lessened by a short-cut trail now under construction.

STATING IT BRIEFLY

Among other advantages as a place of residence Sierra Madre has:

Sierra Madre has:

No Mud.

No Dust.

No Saloons.
Good Schools.
Woman's Club.
Four Churches.
Public Library.
1,800 Population.
Fraternal Orders.
Good Car Service.
Gas and Electricity.
Pure Water Supply.
Frequent Mail Service.
Good Banking Facilities.
Semi-Annual Flower Show.
Elevation 750 to 1,500 Feet.
Universal Telephone Service.
Minimum Fogs, Frost and Wind.
12 Miles of Petrolithic Streets.
Good Trails to Mountain Resorts.
Splendid Panoramic Views Mountains and Valley



Outing Cabins in the Big Santa Anita Canyon



Sledding Up-to-Date on Mt. Wilson

REAL ESTATE

The tide is coming our way-not the pell-mell rush of the dollar-down-and-dollar-a-month speculator, ready to be stampeded in some other direction in an effort to get in with the big fellows-but the home seekers who are seeking the spot which com-bines the greatest number of advantages. The whole Sierra Madre landscape will fill up with homes of the better class as certainly as the waters run down the canyons. That is why Sierra Madre realty is a good buy—values are on a stable foundation and not subject to the caprice of the speculative market. Read what four great men have said about real estate investments

William Jennings Bryan-Real estate is the best investment for small savings. More money is made from the rise of real estate values than all other causes combined. To speculate in stocks is dan-gerous, but when you buy real estate you are buying

Andrew Carnegie-The wise young man or wageearner of today invests his money in real estate.





Bella Vista Terrace, a Novel Arrangement of Semi-Detached Cottages

Theodore Roosevelt-Every person who invests in well-selected real estate in a growing section of a prosperous community, adopts the surest and safest method of becoming independent, for real estate is the basis of all wealth.

The late Grover Cleveland-No investment on earth is so safe, so sure, so certain to enrich its owner as undeveloped realty. I always advise my friends to place their savings in realty near some growing city. There is no such savings bank any-

ONLY ONE TELEPHONE SYSTEM

Sierra Madre is fortunate above most communities in Southern California in having but one tele-phone system. The Sierra Madre Telephone & Tele-graph Company has housed its exchange in a model building of unique design and the service is seldom surpassed in a small place. Long distance connections with both the Home and Sunset companies give all the advantage of the two systems without the extra expense and annoyance occasioned by two local companies.

OUR PHOTOGRAPHIC CONTEST

For the purpose of securing as large a variety of

who took interest enough to submit photographs, whether or not their pictures were found suitable for reproduction.

WHICH ARE YOU?

I'd rather be a booster, The smallest in the town, Than be the biggest knocker And try to tear it down.

I'd rather be a boster, And only boost a mite, Than be a knocker, knocking At everything in sight.

I'd rather be a booster, And wear a pleasant smile, Than be a grouchy knocker, Complaining all the while.

I'd rather be a booster, With purpose good and true, Than sit around a-knocking— Now, really, wouldn't you? -Exchange.



A View on East Central Avenue



Typical Sierra Madre Homes H. E. C. Webb, Mrs, Annie Rix Militz, Mrs. J. A. Madden E. H. Lanphear, Miss Annis B. Coffey Scene on West Grand View Avenue

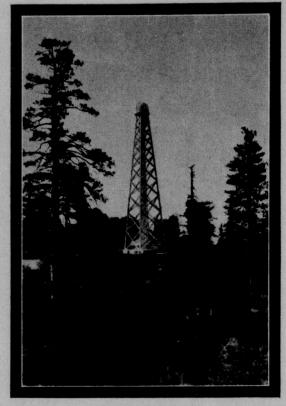
World's Greatest Observatory

The Carnegie Solar Observatory on the summit of Mt. Wilson is perhaps the greatest observatory in the world. At any rate some of its instruments are the largest of their kind and others are absolutely unique, being inventions of members of the observatory staff. The observatory is owned and supported by the Carnegie Foundation for the Advancement of Science, being one of the three principal institutions maintained with that found.

While the Mt. Wilson observatory is one of the newest of the great exploring stations of the heavens its equipment and actual researches have placed it in the very front rank in its less than ten years of existence. Not only have the discoveries of its regular staff startled the scientific world but leading astronomers from all over the world have journeyed to Mt. Wilson to use, sometimes for very short intervals, its matchless equipment in special lines of research.

Dr. George E. Hale is the director of the observatory. No modern invention of modern times has contributed more to solar research than his spectroheliograph, a combination of the telescope, spectroscope and photographic camera in such a manner as to permit photographing the sun in the light of any one element. The distribution of the elements, their action, and changes on the sun's surface are observed in a manner never before dreamed of. Dr. Hale's staff includes such scientists as Ritchie Adams, Fath, Sears and Ellerman.

Housed in the big white dome is the world's greatest telescope, the 60-inch reflector, built from designs of Prof. Ritchie and Dr. Hale. The next largest is the 40-inch telescope of the Lick observatory. The power of the Mt. Wilson telescope to penetrate space in the search for the secrets of the



150-Foot Tower Telescope of Mt. Wilson Observatory

heavens is far beyond that of any other instrument ever made. This fact, together with the favorable atmospheric conditions which led to the choice of Mt. Wilson as the observatory site after a search of the whole continent, have permitted investigations heretofore impossible.

The tower telescope of Mt. Wilson is also unique. It is used for the study of the sun, by means of the spectroheliograph. By an arrangement of plane mirrors the sun's image is reflected from the top of the 150-foot tower to the bottom of a 75-foot well and back to the surface of the ground. Practically all work, both of the tower telescope and of

the 60-inch reflector, is photographic, very little direct visual work being done.

The principal work of the observatory is the study of the sun as typical of the more distant stars, and of the latter as suns in various stages of development. It is expected that this study of solar evolution will ultimately throw some light on the history of the universe.

So nearly ideal have been found observing conditions on Mt. Wilson that a great glass 100 inches in diameter has been cast and is now being ground to perfection in the observatory workshops in Pasadena. Money for the purpose was given by the late John D. Hooker of Los Angeles. It will be placed in a mounting of entirely new construction designed by Prf. Ritchie. It is expected to be the means of revealing the secrets of the heavens to an extent little dreamed of heretofore.

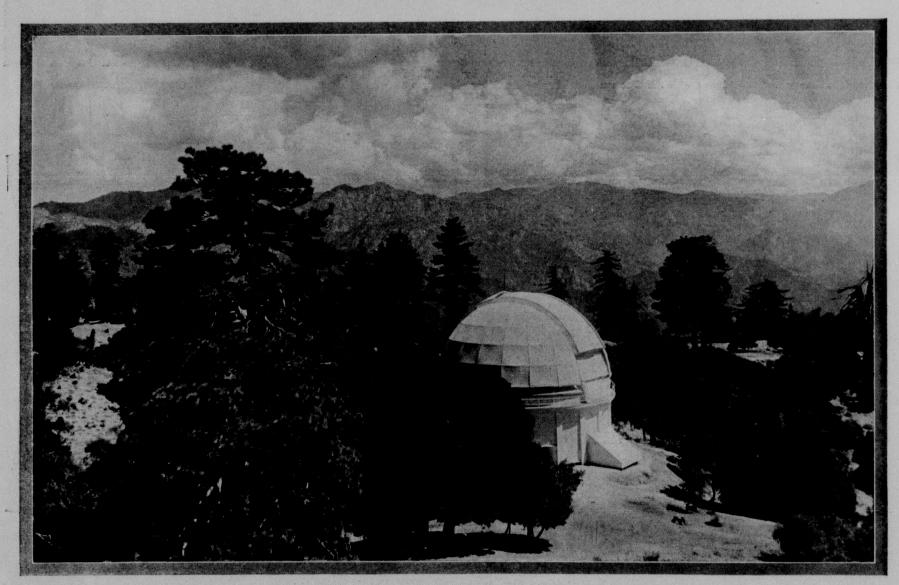
SIERRA MADRE PHOTOGRAPHS

Many of the views shown in this supplement are reproduced from photographs taken by the publisher expressly for the purpose. Doubtless many people will wish copies of the original photographs of their own homes or of other scenes. Prints can be secured from such negatives by communicating with the publisher of the News.

Eastern readers of this supplement will do well to keep Sierra Madre in mind when planning that California trip which they, of course, are going to make. To miss Sierra Madre would be to miss a place which has more distinctive features than any other in the Southland.

Automobile drivers should make Sierra Madre one of their most frequent objective points. It is now connected with the county's \$3,500,000 good roads system and affords panoramic views unsurpassed anywhere in the 300 miles of that great highway.

The advertising pages are not the least interesting in this supplement. They contain much information of value.



Dome Which Encloses the 60-inch Reflector, the Largest Telescope in the World-Almost Directly Over the Dome Is "Old Baldy," Twenty-Five Miles Away.



Contestants in Sierra Madre-Mt. Wilson Race, 1911

ANNUAL MT. WILSON RACE

Unique among sporting events is the annual Sierra Madre-Mt. Wilson race. It is held each year during April or Mav. the course being from Sierra Madre to Mt. Wilson over the old trail, a distance of seven and one-tenth miles. Usually a score of the best athletes on the Pacific Coast are entered and the four contests held so far have been highly exciting. The fifth annual race will be held this year on May I.

The idea of the race originated with Charles J. Fox, then a resident of Sierra Madre. Richard K. Fox, publisher of the Police Gazette, offered a beautiful gold medal valued at \$100 to the athlete who would win the race three times. Each year the name and record of the winner are engraved on a bar which is added to the medal. No man has won it twice so far. The final winner will have a complete record of the series of contests on the medal.

The first race, held in 1908, was won by Joseph B. King of the Irish-American Athletic club of San Francisco, making the ascent in 1 hour, 25 minutes, 30 seconds, which was then considered remarkable time. It was the more remarkable in that the first race was a round trip affair of more than 14 miles, with a half hour's rest at the summit. King's actual time for the round trip was 2:11:35. Since then the race has consisted merely of the ascent of the

mountain.

Ed Dietrich of the Los Angeles Athletic Club won the race in 1909 in a fraction over 1:29. A.

E. J. Gregg of Los Angeles was the winner in 1910

L. C. Farley who won the 1911 race established a new record of 1:24:01. Farley had finished third in 1909 and second in 1910 and those who had watched his work were not surprised at his great work in

1911. In the picture shown above Farley is No. 4, Peter George who finished second is No. 2, and Gregg who finished third is No. 16.

After managing the first race himself Mr. Fox turned the big medal over to the Sierra Madre Board of Trade which holds it as a trophy subject to the original conditions. J. A. Patterson has been chairman of the committee in charge for the Board of Trade each year

RETURN

Peak and crevice and highhung ledge
And the wondrous sky over all;
The song of the wind in a thousand pines
And the song of the waterfall;
Mountain meadow and mountain trail
And the loved Sierra glen—
My own rooftree calls loud to me
And I must home again.

Ridge on ridge, till the sight grows dim
And the ridges fade awav
Far on the edge of a wondrous world
Of purple mists and gray.
Ridge on ridge, and there lie between
River and lake and glen—
My own rooftree calls loud to me
And I must home again.

Down from the heights where the windy ranks
Of the cedars stretch and strain.
Down and down to the gray gold hills,
And down to the gray gold plain.
Little and low and dark and dear,
All else forgotten when
My own rooftree calls loud to me
And I must home again.

—Alberta Bancroft in Sunset.



Trout Fishing in the Big Santa Anita, Four
Miles From Sierra Madre

Spread out before Sierra Madre every day is a panoramic view the like of which multitudes of people travel hundreds of miles to see. At night the lights of fifteen cities and towns can be distinguished from our heights. If you never felt the spiritual inspiration of physical elevation come to Sierra Madre.

SIERRA MADRE TEMPERATURE DURING FOUR
SUMMER MONTHS

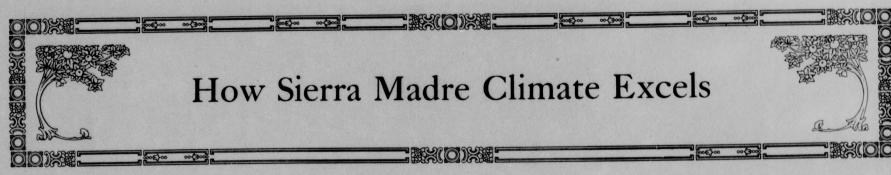
Average Minimum, Maximum and Mean Temperatures over the 10 years 1001 to 1010 inclusive:

atures over the 10 year	ears 1901	to 1910	incl	usive	
Mean Minimum	Mean Maximum	Mean	Lowest in 10 years	Highest in 10 years	Average No. of days in each month, 90 or above
June57.16	78.55 86.38	68.45	47 51	100	2.6 9.4
July63.12	86.13	74-74 74-33	52	105	9.4
August62.54 September61.43	82.59	71.81	51	100	5.8



Pack Train On Mt. Wilson Trail

Photo by F. L. Merrill

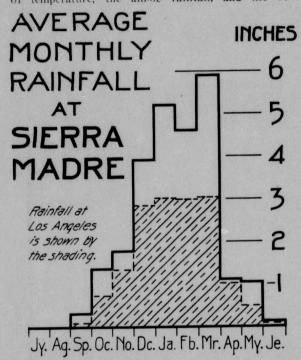


Verily, the resident of Sierra Madre knows well the feeling which moved the man who sung:

"Just to breathe deep and see These southern steeps by summer over run,

Is to inherit kingdoms, is to be Caesar to joy, Pizarro to the sun.'

For pleasure and health giving qualities Sierra Madre's climate is surpassed nowhere, even in Southern California. The purity of the dry mountain air, the perfect drainage, the excellence of the water supply, the freedom from fogs and extremes of temperature, the ample rainfall, and the re-



markable number of clear days combine in a near

approach to perfection.

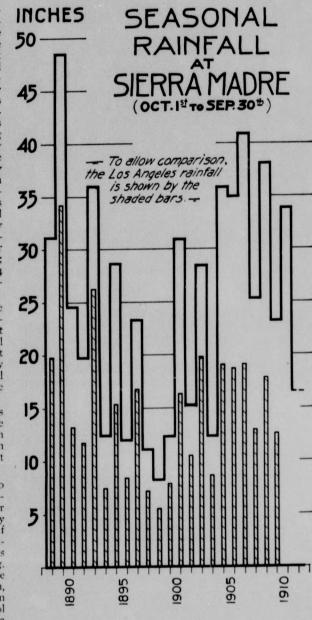
The occompanying rainfall charts were prepared for this edition by Mr. Max Wolff from the records kept by Mr. John G. Blumer over a period of nearly 25 years. The smaller chart shows graphically the average distribution throughout the year and the larger chart shows the total during each season of the period. The records show Sierra Madre to have a heavier average rainfall than any other city in the county. The charts show the Los Angeles record for purposes of comparison.

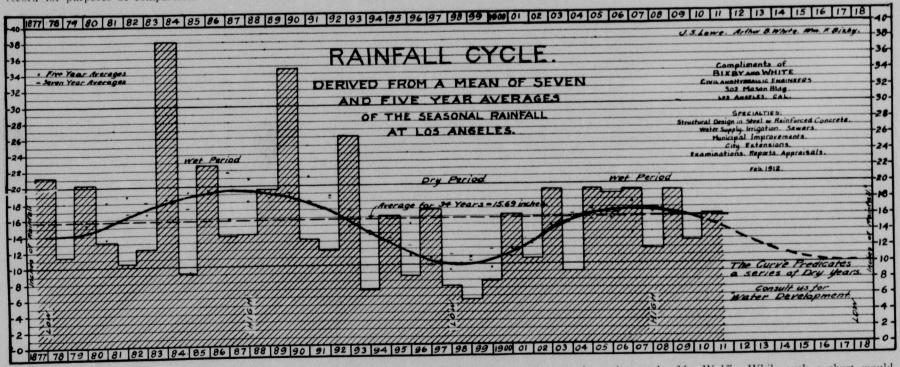
It should not be thought, however, that the pre-ponderance of rainfall is accompanied by a cor-responding amount of mud or cloudy days. The steep foothill slope and the porous character of the steep foothill slope and the norous character of the soil afforded such perfect drainage as to prevent the former even before the street improvement had reached its present perfection. And the government record of atmospheric conditions shows how greatly Sierra Madre is favored with the famous California sunshine. Take for example one calendar year when the rainfall in Sierra Madre was 46.90 inches (average about 25 inches). During that year there were 230 clear days, and 135 cloudy or partly cloudy days, and the mean temperature was 61.4 F. Interesting comparison is afforded by the records of other cities for the same year which was 61.4 F. Interesting comparison is afforded by the records of other cities for the same year which were as follows: Los Angeles—23.92 inches rainfall, 150 clear days, 215 cloudy or partly cloudy days and mean temperature, 61.4 F; Pasadena—Rainfall 34.23 inches, 242 clear days 123 cloudy or partly cloudy days, mean temperature 61 F; Riverside—Rainfall 36.66 inches 238 clear days 127 cloudy or Rainfall, 18.06 inches, 228 clear days, 137 cloudy or partly cloudy and 62 degrees mean temperature; Redlands—Rainfall 17.38 inches, 201 clear days, 164 cloudy or partly cloudy days, 61.8 degrees mean tem-

Virtual freedom from fogs is one of the unique blessings of Sierra Madre, due in part to the eleva-tion and in part to the sloping situation. It is not an uncommon sight on rising in the morning to find the entire San Gabriel valley obscured by a blanket of fog, glistening in the sunshine like a billowy white ocean. It is a rarely beautiful sight, equalled only by that seen from a mountain top rising above the clouds.

Fruit growers in Sierra Madre find their groves immune from frost, in spite of the fact that the winter rains are often accompanied by snows which cap the peaks of the mountains and fall far down on the sides, only to melt and soak into the great natural reservoir of the mountain ridges

To ask if Sierra Madre gets hot in summer is to ask a foolish question if one knows it is in Southern California. To be sure some places get hotter than others. But Sierra Madre compares favorably in this respect with any other places except, of course, the beach cities. The appended table of temperatures covering the four warmest months was prepared by Mr. Blumer and is very illuminating. Particular attention is directed to the difference between the mean minimum and the mean maximum, which is virtually the average difference between which is virtually the average difference between night and day temperatures. The blessing of cool nights is one best appreciated by the visitor from a more humid climate. (Table on preceding page.)





RAINFALL CYCLE

The accompanying chart was prepared by City Engineer William F. Bixby from the government reports of rainfall at Los Angeles. It shows graphically the "ups and downs' of rainfall in Southern

California. The precipitation appears to come in cycles, a series of dry years being followed by a series of wet years. Sierra Madre rainfall records would show a somewhat similar curve, though the average would be somewhat higher as can be seen by comparison with the charts prepared for the sup-

plement by Mr. Wolff. While such a chart would be of little value in predicting the rainfall to be expected in any one year it affords an interesting study in rainfall conditions in Southern California and proves the necessity of preparing for dry years during the times of abundant water supply.

The The First National Bank

of Sierra Madre

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H. G. FLINT, Cashier
N. W. TARR
F. N. HAWES
L. C. TORRANCE, First Vice President
C. H. BAKER, Second Vice President
N. H. HOSMER



THE GROWTH of this institution during the four years of its history is the best evidence of its ability to handle the banking business of Sierra Madre. The percentages of gain in assets and in deposits during each year over the preceding year were as follows: During 1908 the gain in assets was 62 per cent, the deposits 87 per cent; during 1909 the assets gained 12 per cent, the deposits 20 per cent; during 1910 the assets gained 19 per cent and deposits 12 per cent; during 1911 the assets gained 15 per cent and the deposits 29 per cent, making a showing at the beginning of 1912 of

Capital and Surplus \$ 28,000 Assets - - 165,000 Deposits - - 112,000

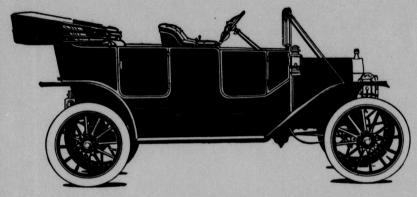
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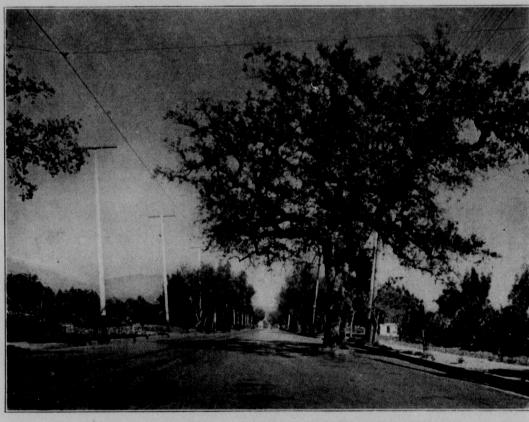




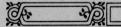


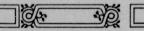






Scene on West Central Avenue







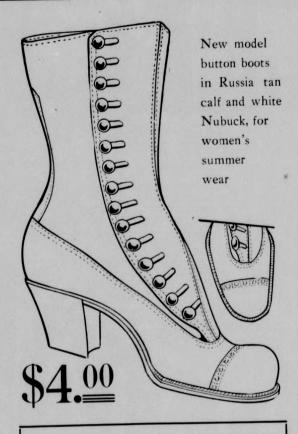
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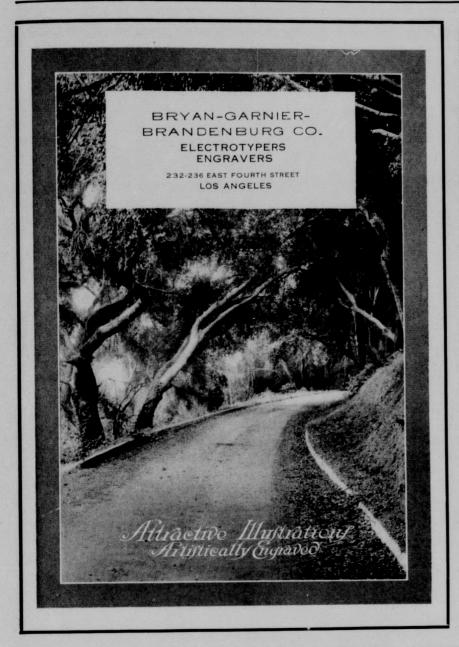
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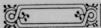
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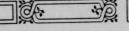
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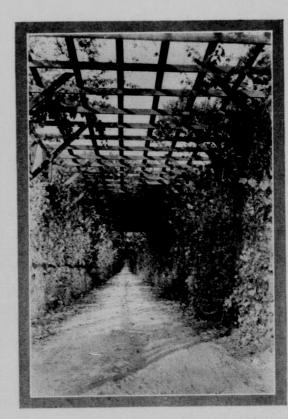






Photos by G. B. M.

White Oak Avenue Just South of Sierra Madre—This City is Now Connected with the County's \$3,500,000 Boulevard System

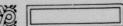


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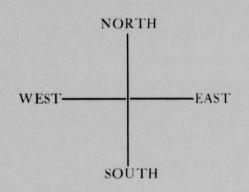
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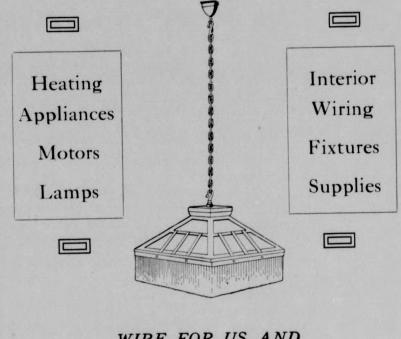


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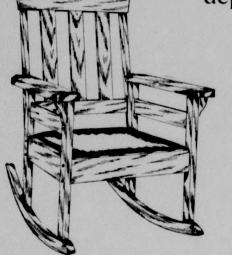
AGENTS

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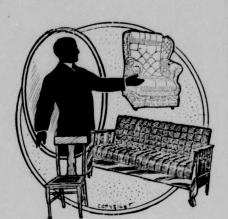
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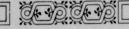
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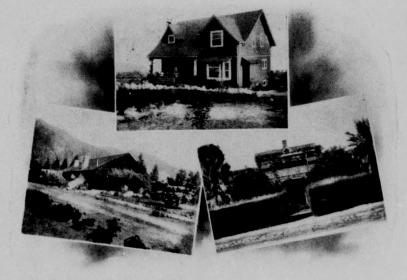






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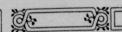
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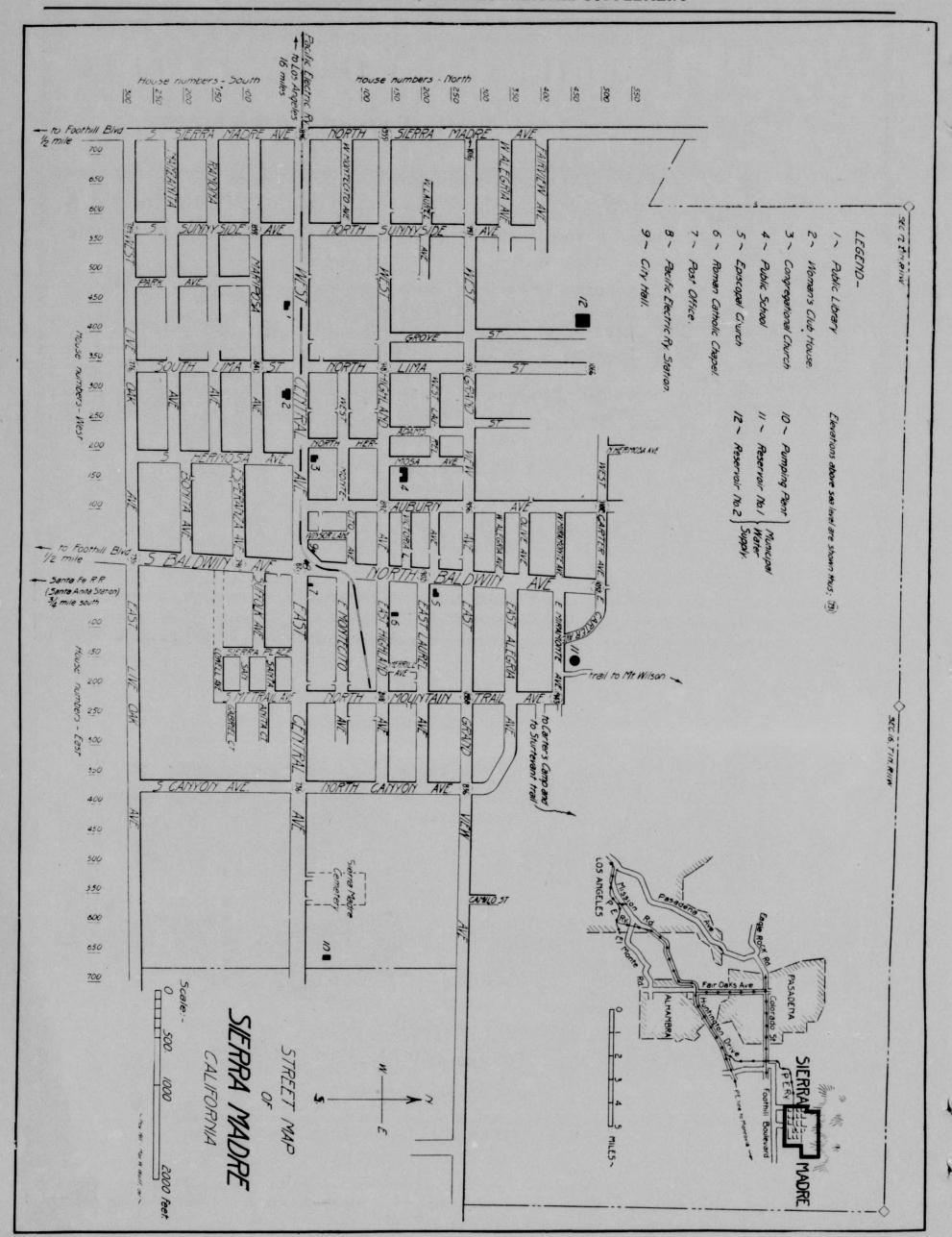












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